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The American BOOK TRADE JOURNAL

VOL. CXIV

NEW YORK, OCTOBER 20, 1928

No. 16



junior books



Greetings to our Book Trade friends! Here we are, all ready for Children's Book Week. We make rather a gay procession and we admit that we like to put our best foot foremost. But we also maintain that there is some real reason for our being and that we never are allowed to put on our finery and march in the procession unless we can bring you a book worth having. We all have to pass a test before we are admitted and it's worse than any traffic test: Will the children like us? And why? And do we give them something that will make them better able to march in their own procession — make them more human — more understanding — more quick to this modern world? It's a big test and these Doubleday, Doran people are strict in their marking. Some of us

pass for the little ones, some of us pass for the big and when we pass we are happy. We know that we will be given an outer aspect that corresponds to and interprets what we are, that the same care that chose us will know how to present us. So when we are ready we join the procession and by your welcome and your keen criticism, always, thank goodness, friendly, we know how far we have made good. We are advertised this year as never before and we have a thousand colorful sets of display material that will help bring the children and all their families to your Junior Book Shops. Each display includes a three panel screen and a display card for window or counter exhibit. Write us about your needs. Yours for more and better children to enjoy junior books

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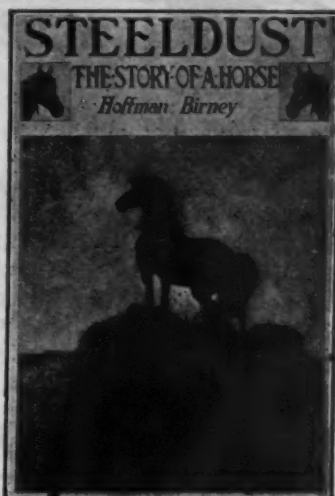
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From the Lares and Penates

 ARE you looking for something unique and unusual to attract attention to your shop or book department? Are you looking for something which is intriguing enough to bring new customers into your store? We have available for a limited number of book shops and book departments, the original illustrations by John Vassos which we used in *THE BALLAD OF READING GAOL*, to be published the 1st of November. These illustrations are beautifully and expensively framed. They carry a high valuation and when they are used for exhibition purposes, the insurance premium is necessarily high.

 Last year when the reputation of Mr. Vassos spread throughout the country, there was so much interest shown in his original illustrations of *SALOME* that we were unable to loan them to many book stores that were anxious to have them. Naturally, the best time for such a display is between now and Christmas. January and February are good, but after February we will be unable to loan them because the people who have purchased these illustrations want them turned over to them. Lord & Taylor's, Bamberger's, and Dutton's on Fifth Avenue, have already seen the advantages of such a display and have made their arrangements accordingly. Because we cannot possibly loan them to everyone who will want them in the limited amount of time, and because the insurance premium is high, and because the shipping cost is high, there will be a nominal charge of \$10.00 for anyone who wishes to use all of these illustrations, and a nominal charge of \$5.00 for anyone who wishes to use not more than four of the illustrations.

 One of the most successful book displays of any book in any store was a display of *SALOME* in one of the main windows of L. Bamberger's store in Newark, New Jersey. If you would like to find out about it, write to Miss Jacobus, manager of the book department in this store. If you want to be sure of good dates or any dates

at all, we would advise you to write or telegraph immediately.



THE BALLAD OF READING GAOL was supposed to have been published October 4th. Because of a mistake which was not our fault or the fault of anyone connected with this firm, we have had to destroy the entire first edition of this book consisting of 5,000 copies. We have also had to destroy the limited de luxe edition consisting of 200 copies. Both editions are being reprinted and both editions will be published November 1st. The \$3.50 edition of this book will be one of the best book values in modern publishing.



The limited edition has been oversubscribed, but as we are going to choose those who will obtain copies similar to that method used by Harper Bros. in disposing of the limited edition of "Buck in the Snow," you still have a chance to obtain a copy by telegraphing your order.



WE have received a great many complaints from various people regarding the first American edition of *THE HOUSE AT POOH CORNER*. This edition consisted of 1,500 copies. As we had orders from approximately 4,000 firms and individuals, and as the total advance sale was approximately 50,000 copies, we would have been able to give only one single copy to approximately one in every three people by allotment. We therefore did not send any copies of the first edition to anyone unless they specifically ordered it. In spite of the fact that we sent out a circular letter to the trade regarding this book, there were very few orders which specified the first edition. We have tried to make the first edition go as far as possible to please as many people as possible. It is impossible to increase the size of a first edition without reducing its value and its future value.



As we have not charged extra for this first edition and as the book sellers make the extra profit as it increases in price, it hardly seems fair that we should be criticized because various book stores failed to specify that they wanted the first edition when ordering. Sometimes it does pay to read a publisher's circular letter. I hope that those book stores that are unable to obtain first editions of *THE HOUSE AT POOH CORNER*, *LOVE, GHOND*, *THE HUNTER*, and the limited edition of *THE BALLAD OF READING GAOL*, will avoid such disappointments in the future by ordering as far in advance as possible and by specifying what edition they want. If our regular customers who did not obtain copies of the first will apply before October 25th they can still procure copies that have been set aside for them.

J. M., Jr.

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The thousands of boys who had to stay at home are eagerly awaiting this book

so they can hear *all* of the exciting, thrilling adventures which befell their three fellow scouts who were selected from 600,000 to spend the summer in British East Africa on safari with the noted wild animal photographer, Martin Johnson.

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By John Bennett

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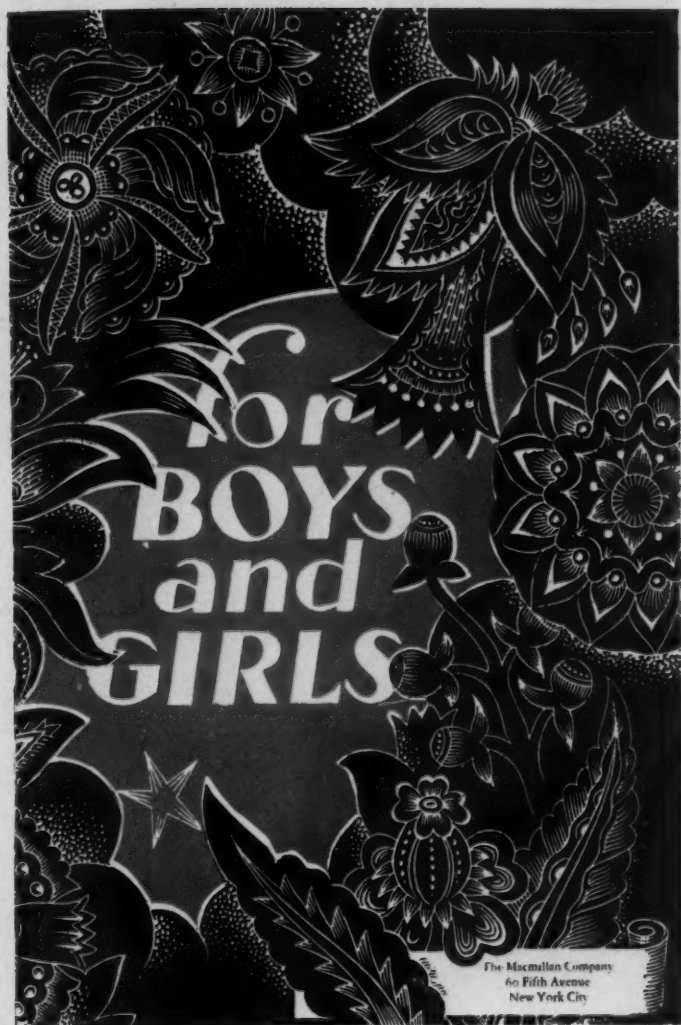
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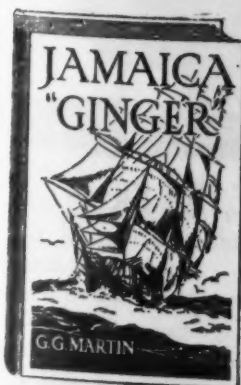
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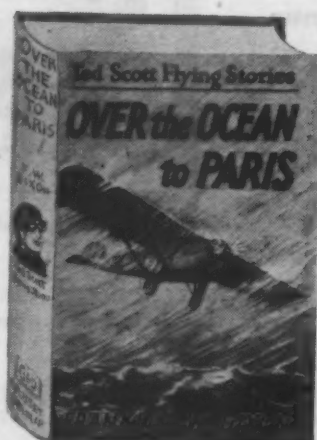
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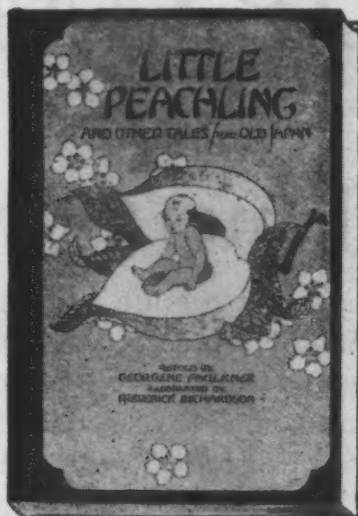
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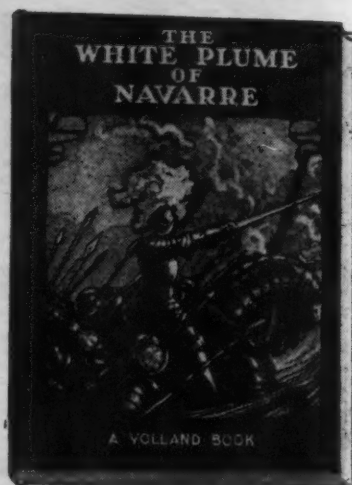


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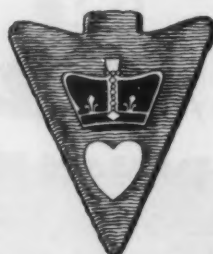
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A stylized illustration of a sun with several straight lines representing rays. The sun is partially obscured by a large, dark, rounded shape on the right side, which represents a hill. Below the sun and the hill, there are several smaller, dark, rounded shapes representing a range of hills.

TOILERS OF THE HILLS came to us out of the blue. It was the unsolicited first effort of Vardis Fisher, a young man from Antelope, Idaho. But from the moment of its first reading, we have looked upon it as one of the great novels of the soil. The reasons for such a statement lie in the author's sweeping grasp of character, in his vigorous style, and in his very unusual ability to make hum-drum facts intensely interesting. TOILERS OF THE HILLS is priced at \$2.50, and it will be backed by a special advertising campaign—

HOUGHTON MIFFLIN COMPANY.

A decorative wavy line at the bottom of the page, consisting of several connected semi-circular or wave-like shapes.



DESPITE Mr. Liveright's passionate endorsement of *Let Freedom Ring* on the jacket, we did not ask booksellers to stock it heavily because we weren't sure it would sell.

The book crashed through three editions, however, stirring up gloriously enthusiastic press notices everywhere and it is being discussed excitedly from coast to coast.

It deserves a good shove now. We're giving it large space in the *N. Y. Times* and elsewhere. Imprint circulars and snappy showcards for counter or window display are at your disposal. The big campaign is on!

We know your stock is low.* Won't you check it today and send us your order? Price \$2.50 less discount.

*Ask about our special display offer.



HORACE LIVERIGHT
PUBLISHER & NEW YORK
GOOD BOOKS

LET FREEDOM RING

By **ARTHUR
GARFIELD HAYS**



WEEKS FROM NOW THESE DUTTON BOOKS WILL BE HEAVILY ADVERTISED

Pigsties with Spires

by Georgina Garry

"Daringly written—filled with loveliness—never drops from a high emotional pitch."—*New York Times*. \$2.50

Favorite Jokes of Famous People

by Frank E. Nicholson, with cartoons by the Author

Read 'em and Laugh—a hundred pet stories of a hundred famous people. \$2.50

My Studio Window

by Marietta Minnigerode Andrews

Graceful silhouettes and reminiscences of Washington's personalities and sights. \$5.00

The House at Pooh Corner

by A. A. Milne, author of "When We Were Very Young". Illus. by E. H. Shepard

Pooh and Piglet romp with Christopher Robin through another book of Milne's inimitable prose. \$2.00

The American Omen

by Garet Garrett

"How America achieved World Supremacy"—Mr. Garrett's illuminating study profoundly considers this subject. \$2.50

Blind Circle

by Maurice Renard and Albert Jean

A macabre mystery, stranger than the tales of Poe, baffling the intellect and confounding the reason. \$2.00

Love

by William Lyon Phelps

The author of "Happiness" writes of love with a clear understanding of its place in life. \$1.00

Ghond the Hunter

by Dhan Gopal Mukerji, illus. by Boris Artzybasheff

The author of "Gay-Neck" tells the story of the Boy Ghond—the mysteries of the Indian jungle. \$2.50

The Next Chapter

by André Maurois, author of "Disraeli"

A fantastic satire on man's struggle for universal peace. \$1.00

Keeping off the Shelf

by Mrs. Thomas Whiffen

America's oldest actress chats about the stage, herself, and the famous people she has known. \$5.00

Slaves of the Sun

by Ferdinand Ossendowski

White African sunlight imprisoned by the author of "Beasts, Men and Gods" in this rich travel book. \$3.00

The Rebel Generation

by Jo Van Ammers-Kuller

The saga of a Dutch family, showing how the rebel of one age becomes the reactionary of the next. \$2.50

The White Wallet

by Viscountess Grey of Falloden

An anthology of delightful selections, poetry and prose, with designs by Stephen Tennant. \$2.50

The Christmas Book

by Wyndham Lewis, author of "Francois Villon"

Rollicking songs and folk-tales, histories and lore of noel, and other matter for high holiday cheer. \$2.50

DISPLAY THESE BOOKS!

and demonstrate that you are keeping up with the latest of the best selling books.

ORDER NOW!

don't lose good customers to your competitors because they have them in stock and you have not.

FOREWARNED IS FOREARMED.

OF THE FIVE LARGE EDITIONS OF IF SQUAD

Ford
Madox
Ford,
Ring Lardner
and Ernest

Hemingway
told you of a
good book you
would listen,
wouldn't you?

Here's what they say of

NOTHING IS SACRED

by JOSEPHINE HERBST

RING LARDNER—"A swell book."

FORD MADOX FORD—"The sort of novel I want
to see make its mark."

ERNEST HEMINGWAY—"A fine book by an honest
writer."

N. Y. SUN—"A new talent on the honor roll of American
novelists."

how many copies
have you sold and
cashed in on?

LAURENCE STALLINGS says:

"Probably the most distinguished of our war
novels."

CAPT. JOHN W. THOMASON, Jr.,

The Author of "Fix Bayonets," says:
"Damn good . . . The people live, move,
suffer, and are convincingly articulate."

HARRY HANSEN says:

"If you want your war in the
raw, this is your book."

BURTON RASCOE says:

"I have read a hundred
narratives of the war, but
this is the masterpiece of
them all."

5th

Edition

\$2.

3d Edition \$2.00

COWARD

October 20, 1928

1637

Thornton Wilder

THE ANGEL THAT TROUBLED THE WATERS

TO BE PUBLISHED OCTOBER 29th

De Luxe Edition, Limited 750 copies numbered and signed
by the Author, \$15.00 (oversubscribed).

First Regular Trade Edition, Limited 2,000 copies, num-
bered and signed by the Publishers, \$7.50.

Regular Trade Edition (2nd Printing) \$2.50



The Best Selling Biography
in America

**FRANCOIS
VILLON**

by D. B. Wyndham
Lewis

Preface by Hilaire Belloc

"The sort of book Villon
would prefer above all that
have been written of him.

... It is not only sound
and critical, but rarely
entertaining, full of
spirit, alive with feel-
ing for this pictur-
esque rascal and
cut-throat."

—N. Y. Times.

"A re-creation
of a life and
a time."

—N. Y.
World.

\$5.

is one of the same French series as Maurois' Ariel and
Disraeli.

The Fourth Musketeer

A Life of
Alexandre Dumas

by J. LUCAS-DUBRETON

A gay biography of one of the most remarkable
men that ever lived, the author of "The Three
Musketeers," "The Count of Monte Cristo" and
other famous romances. His own life was so incred-

ible, so grotesque and full of theatrical incidents,
brilliantly colored action and gallant adventures with

the ladies that it rivals his romances. This biography

McCANN, Inc.

Illustrated \$3.00

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THE REIGN OF THE HOUSE OF ROTHSCHILD

by Count Egon Caesar Corti

Here's a rough layout showing what the proposed full page advertising of "The Reign of the House of Rothschild" will look like, following publication November 3.

Blood Brother to a Best Seller

"The Reign of the House of Rothschild" is a companion volume to "The Rise of the House of Rothschild" which sat comfortably on best seller lists all spring and summer and is now approaching fourth printing. (The two books will be boxed in sets.)

During spring and summer readers learned how the Rothschilds got their money in "the book which broke the mystery of the most powerful financial institution in history." "The Reign of the House of Rothschild" tells the even more amazing things the Rothschilds did with their money, and carries on the history from 1830 to the present time.

When "The Rise of the House of Rothschild" appeared, the Cleveland Plain Dealer remarked "The volume is a fine sample of the bookmaker's art." "The Reign of the House of Rothschild" will have the same format and 24 illustrations in photogravure.

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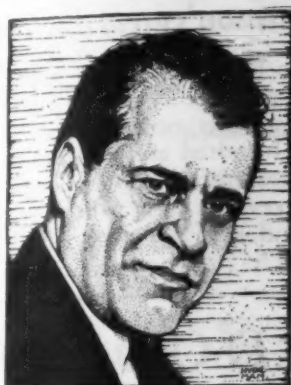
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THE REIGN OF THE HOUSE OF ROTHSCHILD
24 Illustrations in photogravure
PRICE \$5.00

COSMOPOLITAN - BOOK - CORPORATION

The Author of ***The Portrait Invisible***
writes another book crammed with
mystery, intrigue and adventure



SPIES

by Joseph Gollomb

Joseph Gollomb was spending a quiet holiday in southern France when the operations of Fascist secret service men in Marseilles started him on an investigation of international espionage. For months he followed the fascinations of this game through the major European countries. In the end he had these records of daring, adventure, intrigue and incredible machinations. Men and women of almost unbelievable cleverness playing the game of death in peace and war. These stories of their lives and activities blend the richness of romance with the grip of reality, the appeal of the detective story with that of history.

Ready October 23 Price \$2.50

A Tale of Adventure in the Philippines

TIME IS A GENTLEMAN

By Charles Goff Thomson

This exciting story of the South Seas revolves about the attempt of an American army officer's son to solve the mystery of his father's death. It brims over with the excitement of constant action and may be recommended to anyone who wants a first-class adventure novel.

Ready October 23 Price \$2.00

Don't forget your advance order for

JOHN CAMERON'S ODYSSEY

Transcribed by Andrew Farrell

We regard this true story of an old clipper ship captain as one of the finest tales of adventure we have published since Jack London. You have a certain sale for it with customers who have ever bought London, Conrad, Stevenson, Melville.

Ready October 23

Price \$4.50

National Advertising — As Usual

Our nearest branch offers rapid delivery service

THE MACMILLAN COMPANY

NEW YORK

Boston

Chicago

Atlanta

Dallas

San Francisco

NEWS OF RECENT CENTURY BOOKS

THE NEW TEMPLE

JOHAN BOJER'S *powerful and moving new book, has hit its stride!*

"America's great Norwegian novelist" has triumphed again. Of course we expected big things for *The New Temple*, but the instantaneous response of Bojer's large following in this country to our announcement of this new novel took us completely by surprise. It is headed for a third large printing already. (\$2.50)

A LITTLE CLOWN LOST

BARRY BENEFIELD *doing his own thing and doing it well.*

Ruth Burr Sanborn in the New York Herald Tribune says this is Benefield's best book. That statement, supported by the sales figures which show that it is going strong, will warm the heart of every Benefield admirer. (\$2.00)

A-RAFTING ON THE MISSISSIP'

CHARLES EDWARD RUSSELL'S *spirited story of Old Man River.*

A great piece of Americana this—and a fascinating book to read. Last year's Pulitzer Prize winner writes it out of the rich store of his own memories—abetted by the precious and heretofore unwritten memoirs of some of the great old characters who still live along the banks of the great river. (Illustrated—\$3.50)

MEXICO AND ITS HERITAGE *is "the book of the season" says Charles J. Finger.*

"Were I to choose the book of the season," says Charles J. Finger in the New York World, "I would name *Mexico and its Heritage*." Ernest Gruening's great book on Mexico is stirring up a popular interest in the Mexican question such as the country has not seen in a long time. (Illustrated—\$6.00)

DAY OF FORTUNE

NORMAN MATSON'S *new novel—the season's great discovery.*

Day of Fortune has given many a literary editor the one genuine thrill of his season. By actual count this novel has been reviewed in one hundred and eighteen newspapers and magazines. One hundred and nine of these reviews have been not only highly commendatory but genuinely enthusiastic. Now in its fourth printing. (\$2.50)

THE DOOR OF DEATH—*a really new type of detective mystery yarn.*

It looks as though this new thriller will come up to our expectations and win recognition as one of the most original and thrilling mystery yarns of the year. It is already in its second large printing. (\$2.00)

October 26—An Important Date

Much of the cream of our distinguished non-fiction list for this season will be served up to you on October 26 . . . Let us recite in litany fashion some of the good things to come . . . Konrad Bercovici's *NIGHTS ABROAD*, which we consider Mr. Bercovici's best work so far . . . Lyle Saxon's *FABULOUS NEW ORLEANS*, in which our "Chronicler of the South" surpasses the splendid performance he gave in *Father Mississippi* last year . . . Gordon Mac Creagh's *LAST OF FREE AFRICA*, which is a spirited story of ancient Ethiopia in modern times . . . Herbert Adams Gibbons' *NEW MAP OF SOUTH AMERICA*, his latest addition to his New Map series which sells at record pace . . . Anne Bosworth Greene's *LAMBS IN MARCH*, a return to the mood and spirit of her famous *The Lone Winter* . . . Albert Richard Wetjen's *WAY FOR A SAILOR!* which is a new novel that will give some people a good bump and many hearty laughs . . . Two outstanding juveniles—Lowell Thomas' *ADVENTURES IN AFGHANISTAN FOR BOYS*, which is a new book by the author of last year's juvenile best seller . . . And Dallas Lore Sharp's *BOYS' LIFE OF JOHN BURROUGHS*, another splendid Century biography for boys . . . Mark the date—Oct. 26.

353 Fourth Avenue

THE CENTURY CO.

New York, N. Y.

Selling Non-Fiction

from the Fall List of

LOUIS CARRIER & Co.

He Changed the
Course of World
History

**JAMES
WOLFE**
MAN AND SOLDIER

By W. T. WAUGH, M.A.

The vivid biography of a strange figure, this young man who wrested half a continent from the French, who changed the face of North America, and who made possible the great Empire of today. The life of the hero of the Plains of Abraham makes fascinating reading in this biography by a noted historian. \$5.00

**LOVE LIVES
of the GREAT**

Translated from the French

THE PRIVATE LIFE OF

**Catherine
the Great**

By PRINCESSE LUCIEN
MURAT

Translated by Garnett Saffery
The most intimate picture of
Catherine ever given. \$2.50

THE PRIVATE LIFE OF

Louis XIV

By LOUIS BERTRAND

Translated by Paul Morin

A revealing portrait of Louis
XIV, the lover. \$2.50

*Uniformly bound in black,
stamped in gold.*

The Autobiography
of a
Cultured Immigrant
A

**Search
FOR
America**

By FREDERICK PHILIP
GROVE

Stark truth tears the veil from the bitter experiences through which pass so many of America's immigrant citizens in this fascinating autobiography of a cultured European, who came penniless to America, and tramped and wandered, seeking the elusive key to open the gate to the American brand of success in life. \$3.00

The Sensation of the Fall

RED MEXICO

By FRANCIS McCULLAGH

The most startling indictment of both Mexico and her foreign exploiters. It is to Mexico what "Mother India" was to India. \$3.50

LOUIS CARRIER & Co.

NEW YORK

33 East 10th Street

MONTREAL

2055 University Street



CHICAGO'S HOME NEWSPAPER

More than a catchword—



Chicago and The Daily News offer the advertiser a mighty advantage for the synchronizing of all the elements of a campaign:

A compact, stable, easily merchandised market.

A home circulation concentrated in that market.

In no other major market and its media can advertising and sales effort be more effectively combined.

A PURPOSE—A POLICY—A FACT

Take a pair of compasses. Stick the pin at the intersection of State and Madison streets, the busiest corner in the world. Draw a forty-mile circle around it.

Here is the true Chicago market as reported in the circulation statement of the A. B. C. and defined by every factor of population and trade.

Here is concentrated more than 95 per cent of the circulation of *only one newspaper*, The Chicago Daily News. And here is directed its program of service.

In purpose, policy and distribution of circulation The Daily News is distinctively a CHICAGO newspaper.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

Advertising

Representatives:

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J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Kroger, Jr.
303 Crocker, 1st
Nat'l Bank Bldg.

Member of 100,000 Group of American Cities

*The fastest selling line in America
Note the complete list of titles*

THE CHILDREN'S BOOK-SHELF

*Comprising the most popular titles
in the realm of children's literature*



Q Printed from large, clear type. Uniform in size, 6 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 1 $\frac{1}{2}$ ins.

Q Each title contains illustrations in colors and numerous black and white pictures.

Q Every book-seller will profit by a display of these titles. Check those needed.

LIST OF TITLES

Black Beauty
The Story of a Bad Boy
King Arthur and his Knights
The Wonder Book of Bible Stories

Tales from Shakespeare
The Arabian Nights
Robin Hood
Alice in Wonderland
Heidi

Treasure Island
Hans Brinker
Robinson Crusoe
Pinocchio
Kidnapped
Little Women
The Man Without a Country
Little Men
Old-Fashioned Girl
The Wings of the Morning
The Boy's Story of Lindbergh

Fairy Tales and Folk Lore

Mother Goose
Favorite Fairy Tales
Grimm's Fairy Tales
Andersen's Fairy Tales
Folk Tales from the Far East
Wonder Book of Myths and Legends
Fairy Tales of Many Lands



Price of each title, \$1.25

THE JOHN C. WINSTON COMPANY
WINSTON BUILDING, PHILADELPHIA

CHICAGO

TORONTO

PROGRESS and RESULTS in Book Advertising

The Fall Announcement Number of "Books,"
published on September 30, contained

23,333 lines of advertising

This edition of "Books" was the largest ever
published by the New York Herald Tribune.
It represented a gain over the Fall issue of
1927 of 5,340 lines, or 29%, and a gain over
the Christmas issue of 1927 of 1,374 lines.



So far this year, "Books" has *gained*

41,229 lines of advertising

Publishers have found that the Herald
Tribune is constantly producing increased
sales for both retail bookstore and direct
business, at low cost.

BOOKS

NEW YORK
Herald  Tribune

Circulation over 400,000 every Sunday

"'Books' is invaluable in giving our customers service."

The Burrows Brothers Company



A catalogue among catalogues

.... in four colors, is just out. It contains such a large general list of books, that any book dealer, large or small, can meet practically every demand and requirement of his customers. The best of all publishers is represented and included in it.

If you have not received your copy, write to your Branch News Company, or to this office direct.

It's especially opportune to call attention to Children's Book Week, November 11th to 17th. Our new catalogue has one hundred and thirty-four pages of juvenile books—the cream of the offers of all publishers. Your Branch News Company can take good care of your demands promptly.

This three hundred and seventy-four page catalogue is yours for the asking—likewise the newly improved book service of all Branches of The American News Company, Inc.

Make your Branch News Company your Book Supply Warehouse. Its nearness to you saves time in ordering and delivering the books of all publishers. Your Branch News Company affords you a great convenience in making up only one entire order sending you one shipment, and one bill. It consequently lowers your cost of doing business—your operating expenses. And, you get the same liberal discounts with which you have been familiar for years.

Place your orders for juveniles and catalogue today.

THE AMERICAN NEWS COMPANY, Inc.
131 VARICK STREET
NEW YORK, N. Y.

These Dodd, Mead Books Will Delight Children



A BOOK OF ENCHANTMENT

Edited by Kathleen Adams and Frances Atchinson

Masterly stories of enchantment from Spain, Ireland, Germany, Greece, Arabia and England. *Illustrated in color and black and white, by Lois Lenski.* \$2.50

JOHN MARTIN'S BIG BOOK NO. 12

By John Martin

One thousand hours of joy for young people. *Illustrated in color and black and white.* \$2.50

BOYS' BOOK OF DOGS

By Ralph Henry Barbour

The author's own experiences together with facts about the care and management of dogs. *Illustrated.* \$2.00

DERRY

Airdale of the Frontier
By Hubert Evans

The story of a wonderful dog of the northwest. \$2.00

TOD HALE ON THE SCRUB

By Ralph Henry Barbour

A lively, clean-cut "prep" school story with a heap of real fun in it. \$1.75

PANTHER MAGIC

By Olaf Baker

A half-Indian boy's life and strange adventures with a great panther in the Northwest. *Illustrated.* \$2.00



ROUND THE MULBERRY BUSH

Edited by Rose Fyleman

Stories and verse for children from six to twelve, by Hugh Lofting, Eleanor Farjeon, and other popular writers. *Illustrations in color and black and white.* \$2.50

THE BOYS' BOOK OF REMARKABLE MACHINERY

By Ellison Hawks, F.R.A.S.

Up to date, authoritative. Written in simple interesting style. Fully illustrated. \$2.50

THE COUNT OF MONTE CRISTO

By Alexandre Dumas
Illustrated by Mead Schaeffer

This year's Mead Schaeffer illustrated book is Dumas' famous story. With many pictures in color by the famous artist. \$3.50

THE STORY OF OLD IRONSIDES

By Emilie Benson Knipe and Alden Arthur Knipe

A new history of that fine old ship, the cradle of the U. S. Navy. *With pictures in color and black and white, by Mead Schaeffer.* \$3.00

THE HUNCHBACK OF NOTRE DAME

By Victor Hugo

The latest addition to the "International Classics." With 16 illustrations in color. \$2.00

THE CLIPPER SHIP

By Hawthorne Daniel

The complete story of the American clipper ships and their thrilling voyages. With many illustrations. \$2.50



The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 20, 1928

Author-Illustrators

Some Authors Who Also Decorate Books for Children

Helen Dean Fish

Head of Children's Department, Frederick A. Stokes Company

IT is both surprising and significant to note the number of successful authors of children's books who are their own illustrators—or perhaps in some cases they should be called illustrators who are their own authors. Whichever way around, it is a happy combination, for it means perfect unity of idea between text and pictures. The author's original conception is expressed as directly as possible. No one could have pictured Mr. Gelett Burgess' Goops better than he himself, or visualized Doctor Dolittle and his animal friends as Mr. Lofting has done.

Mr. Lofting, perhaps the most distinguished author-illustrator of our day, with his characteristic modesty suggests that it is open to question whether it is preferable to have an author illustrate his own books, because of a restricted technique, but admits that "when the writer illustrates his own story you do probably get a more correct presentation of written ideas."

Those of us who have watched children enjoy books are familiar with their exactions with regard to illustrations and are constantly surprised and informed by their individual reactions. Perhaps the only general rule is that all children like action, humor and color in pictures, and that is a

very general rule indeed. It does not absolve those of us who are interested in better books for better children from trying always to give them action, humor and color expressed with genuine artistry.



A decoration by Elizabeth MacKinstry for her book of poems, "Puck in Pasture"

The author who is capable of a high standard of art in text for children and at the same time illustrating that text with equally good pictures, presents the child with a well-nigh perfect gift. No danger then of the illustrations being ignored as inadequate or removed in spirit or fact from the text they are supposed to illustrate. They are the product of the same artistic impulse. Artistically the effect is as much better than the usual combination of author and artist as a painting or a piece of music done wholly by one hand is better than one done by two artists in

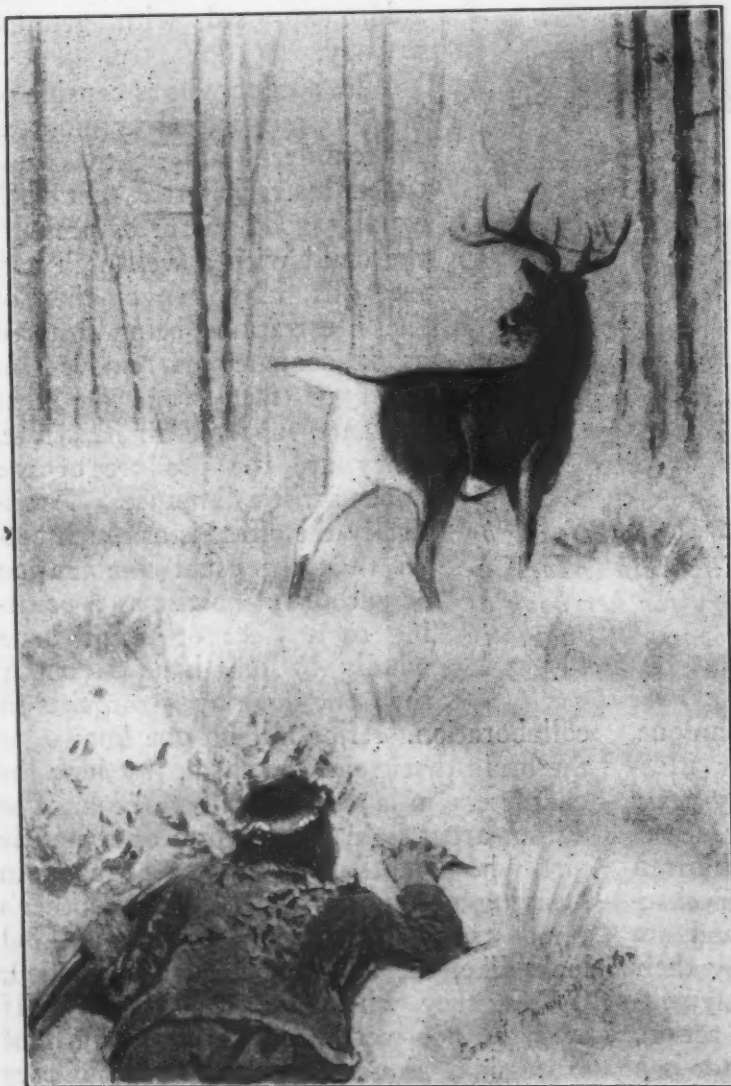
collaboration. After all, no one knows, as the brain that conceived them, just how the characters in a book ought to look. The author-artist is in the position of the little girl whose mother found her engaged in drawing a picture of God. On her mother's remonstrance that no one knows what God looks like, the imperturbable artist replied, "Well, they will when I get thru." If every author were endowed with a gift of expressing himself also in drawing, we

would know what his gods look like—not be forced to accept a third party's idea. A *third* party's, for of course our own picture would be second choice. If the reader himself could draw, he would be the next best illustrator to the author. Proof of this principle lies in the sensation, familiar to us all, of dissatisfaction with new drawings made for a book we knew first when it was published without pictures. How many of us who have long loved Kenneth Grahame's "Wind in the Willows" and "Dream Days," Eleanor Farjeon's "Martin Pippin in the Apple Orchard" are really satisfied with illustrations made for them? We have already made our own mind pictures and the mind picture of another becomes an intrusion. But can we not guess the delightful result if Grahame had himself in the beginning, been able to make pictures of Toad and Ratty and Mole, or if Eleanor Farjeon's christening-day fairy had endowed her with power to picture

Martin Pippin and the six lovely milkmaids with brush as well as with pen?

The clever artist, by studying his text, does, of course, achieve an approximate that will satisfy the reader, but at the best it is an expression once removed from the author's original idea. On the other hand, ideally the artist who cannot write should be asked for picture books only; his art should be unhampered by another's text. However, while we have so many very satisfactory marriages between author and artist, we shall not strive for so quixotic an ideal but content ourselves with admiring some especially delightful demonstrations of author-illustrators.

Most of us remember from childhood days books which fascinated us because of their pictures, and the name of Howard Pyle conjures up hours of romance and thrill for three generations of us. His stories in the old *Harper's Young People* in the 80's; his incomparable "Otto of the



One of
Ernest
Thompson
Seton's
own illustrations for
his
story "Rolf In The
Woods." He
at one time gained
fame as an
illustrator of the
Century Dictionary

The other artists have illustrated Kipling's "Just So Stories" his own drawings, of which this is one, will always be great favorites



Silver Hand" and "Men of Iron"; his "Robin Hood" and "King Arthur," are contributions to literature by an author-artist that can hardly be estimated—sound, beautiful, abiding art in text and pictures that feeds the hunger of youth for beauty and romance and humor. When Howard Pyle died in 1911 he had won for all time the gratitude of future generations who love children and good books.

Lasting gratitude is also due Ernest Thompson Seton for his splendidly illustrated animal stories. Pictures like those of Johnny Bear and Coyotito in "Lives of the Hunted" complement the text with a sympathy and humor that makes for perfect understanding of the author's art in the stories themselves. Some recent interpretations of animal life make those of us who have not forgotten a thrilled youthful allegiance to Ernest Thompson Seton's wild animal stories, hope that boys and girls of today are not missing these older

stories that remain as yet unmatched by newer writers.

Rudyard Kipling is not often thought of as an illustrator but he gave us pictures for his "Just So Stories" that satisfy children as no others do. When he explains below the picture of a rhinoceros that we cannot see the buttons that button his skin because they are underneath, we *do* see the buttons, quite plainly, and that is illustrating that fits the text.

Another well-loved illustrator is Beatrix Potter, now living on her farm in the English Lake Country. Her work is done, because her sight has failed and she can no longer handle her brush. She says that she would be glad to write more stories if she were able to illustrate them herself, but she will not write them to be illustrated by another. Here is an author-illustrator who believes firmly in the identity of these two arts in the perfect children's book. For every hundred people who know Bea-

trix Potter's "Peter Rabbit" and "Benjamin Bunny" perhaps only one knows her "Tailor of Gloucester"—in the opinion of the writer of this article her loveliest and most charmingly illustrated story.

Speaking of Beatrix Potter's little books leads one naturally to think of those other tiny books long-loved by children, by another author-illustrator, Helen Bannerman. No other illustrations for "Little Black Sambo" will ever match the author's own in the only authorized edition in this country, first published by Stokes in 1900.

An author-illustrator whose humorous detail delights children thru and thru is Boyd Smith. Try his "Chicken World," "Santa Claus" or "The Circus" on any child you want to lose for an hour or so. Though primarily an artist Mr. Boyd Smith provides text that fits his pictures and helps to their enjoyment.

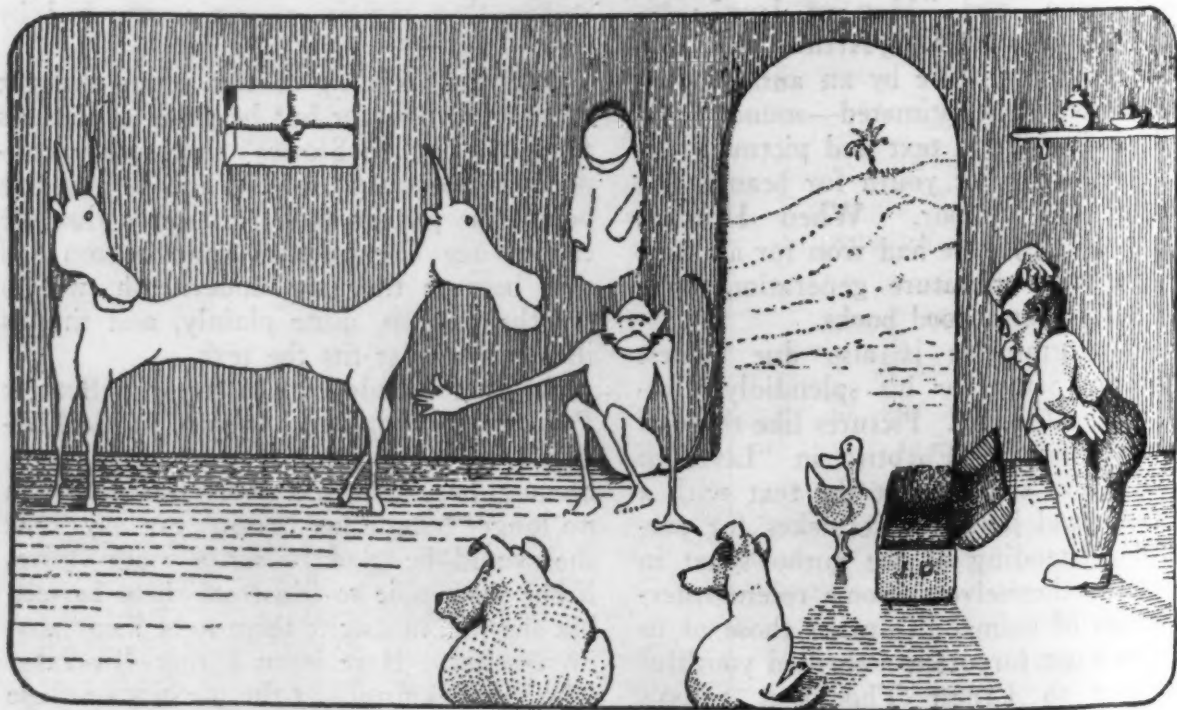
Valery Carrick in his "Picture Tales from the Russian," and "Tales of Wise and Foolish Animals" gives us a combination of text and pictures that is irresistible. His sturdy peasants and humorous animals go perfectly with the simple folk tales that Mr. Carrick retells from versions he heard as a boy from the peasants on his father's estate in Russia. When Mr. Carrick, with delightful modesty wrote his publishers not long ago that he had never been well satis-

fied with the drawings in his three volumes of Russian Picture Tales and would like to redraw them, he received an answer warmly assuring him of the high regard with which both his pictures and text are held far and wide in libraries and schools in this country. Does anyone want the pictures of Mr. Bun or Mr. Samson Cat changed by a hair?

Another gifted author-illustrator who comes to us from Russia is Madame Grishina who gives us Russian fairy tales of her own with charming pictures. "Shorty" and "Peter Pea" are followed this year by "Sparrow House" a story of distinctive charm in both text and pictures.

An illustrator from whom we hope to hear more in her own text is Elizabeth MacKinstry who is using the reed pen with the same vigor and imagination that Lovat Fraser brought to his art. The only book in which she appears as yet as both illustrator and artist is her "Puck in Pasture." Its readers must rejoice that the creator of the Captive Field Mouse and his plaint was able to draw him as she saw him, instead of delegating it to another, and that she could show us the Elfin Fair, "grown teeny tiny O" as it really was.

Rachel Field, also an admirer and worthy heir of Lovat Fraser has entered the ranks of the author-illustrators with her



A drawing by Hugh Lofting of the Pushmipullyu for his "Story of Doctor Dolittle"



One of Howard Pyle's pirates
from his "Book of Pirates"

"Taxis and Toadstools," "Pointed People," "Polly Patchwork," "Dog Toby," etc. Her art in both text and pictures has a joy and spontaneity that we hope to see combined in many another book from her brush and pen.

Among the author-illustrators of our day perhaps the one who has made the greatest contribution to the joy of children is Hugh Lofting, creator of the Doctor Dolittle books. Doctor Dolittle began in a series of illustrated letters which Mr. Lofting wrote to his children from the Front during the War. The little doctor of the animals and his animal friends were so well loved by Mr. Lofting's own children that it seemed selfish to keep such a treasure for family consumption alone and after the War was over the letters were elaborated into a book and offered to a publisher—with known result.

The perfection of unity between text and pictures seems embodied in Mr. Lofting's work. Who better could have conceived the Pushmi-pullyu in line than its creator? When Doctor Dolittle's sister says she will no longer keep house for him if he persists in letting a crocodile stay in the house, and threatens to go away and get married, Mr. Lofting gives us a picture of her saying it and of Doctor Dolittle replying, "Well, go and get married, then," that satisfies

utterly every demand of the small reader.

Another author-illustrator producing lovely, memorable books for children today is Lois Lenski who, primarily an illustrator, found she had something to say about her pictures and has followed her first story, "Skipping Village," with a second charming book for little girls called "A Little Girl of Nineteen Hundred." All children are interested in the American period story if it deals with the time and scene when their parents were children. Miss Lenski's lively story and pictures of the beginning of our century make extraordinarily vivid the boy and girl background of many a father and mother of today, from memories of the Buffalo Exposition and a first sight of a "horseless carriage" to the old-fashioned country fair and Sunday School picnic.

We could go on indefinitely, telling of Hendrik Willem Van Loon and his distinctive work in illustrating his "History



Lois Lenski is an illustrator who turned author last year. The above drawing is from "A Little Girl of Nineteen Hundred."

of Mankind"; of Lucy Fitch Perkins who illustrates so valuably her own "Twins" series; of Carl Moon who pictures accurately and beautifully the Indians of the Southwest in his "Flaming Arrow" and "Lost Indian Magic;" of E. W. Deming's invaluable contribution to children's understanding of the old life of the American plains and prairies in "American Animal Life" and "Red Folk and Wild Folk;" of Anne Casserley's charming "Michel of Ireland," and Peggy Bacon's "Lion-hearted Kitten"; of last year's picture-book delights—"Clever Bill" by William Nicholson and Rhea Well's "Peppi the Duck," and this year's treasure for children of the same age, "The Pony Tree" by Charlotte Brate. Artists who join the ranks of authors this fall are Maud and Miska Petersham with "Miki," and Erick Berry with "Girls in Africa."

But the man or woman who buys books for his own or others' delectation learns to recognize the "It" of children's books and knows as well as we can tell him of that indefinable charm that marks the child's book that represents a perfect combination of text and pictures. Book buyers, as a whole, are becoming almost daily better informed and more interested in *quality* in children's books, thru the various agencies—magazine articles, publisher's publicity, lectures, and



From Rachel Field's "Little Dog Toby" which she has illustrated

the education of beautiful books themselves—to demand the best and to respond to the intelligent bookseller's suggestions of books that are truly fine and distinctive.



A Valery Carrick drawing from "Tales of Wise and Foolish Animals"

Leslie Brooke

Maker of Picture Books

Anne Carroll Moore

Supervisor of Work with Children, New York Public Library

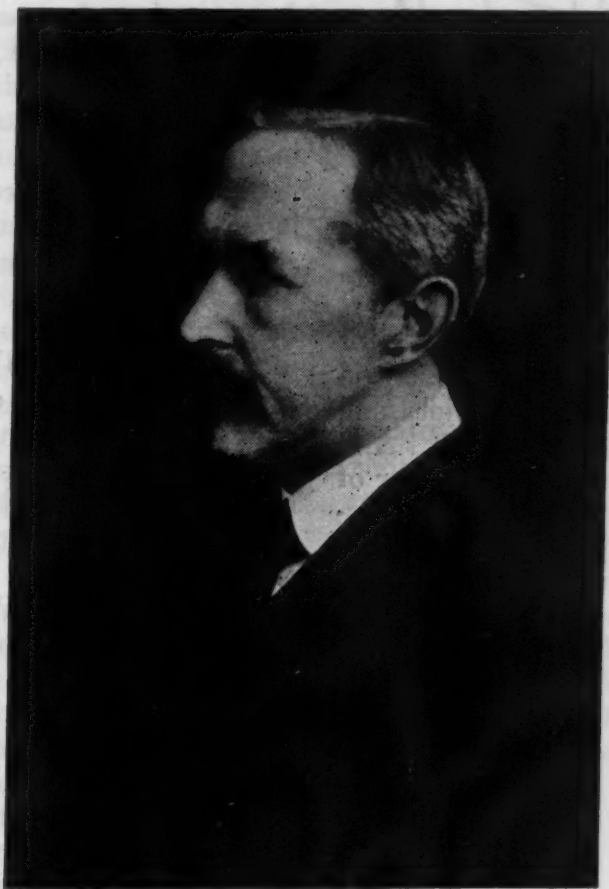
FOR twenty-five years and more the picture books of Leslie Brooke have delighted the children of American public libraries and schools. Few books are so completely satisfying to children in their innermost detail and none have a stronger hold upon their affections than his inimitable interpretations of the Three Little Pigs, The Three Bears, The Golden Goose and Johnny Crow.

It is high time the artist himself should be introduced to his American audience and I am delighted that *The Publishers' Weekly* has given me the pleasure of bringing him as a guest of honor to this Tenth Anniversary of the Children's Book Week.

My own first meeting with Leslie Brooke was in the summer of 1921 when I spent several hours in his studio in St. John's Wood, London, in the happy company of Mrs. Brooke (who is a daughter of the late Stopford Brooke), Marie L. Shedlock, the fairy godmother of storytelling and Mrs. Arnold Glover, who has rare understanding of the quality of his work for children. It was a memorable afternoon. Not only did I see, in all stages of its making, "Ring-O-Roses" (published in 1923) but I was

taken back along the trail of Mr. Brooke's earlier work to the time when as a young artist he had painted Barrie's portrait. And by delightful talk, sparkling with humor and the mellow fruit of keen observation of life, I was carried still further to the sources, both human and literary, which have so richly fed a well-mastered technique.

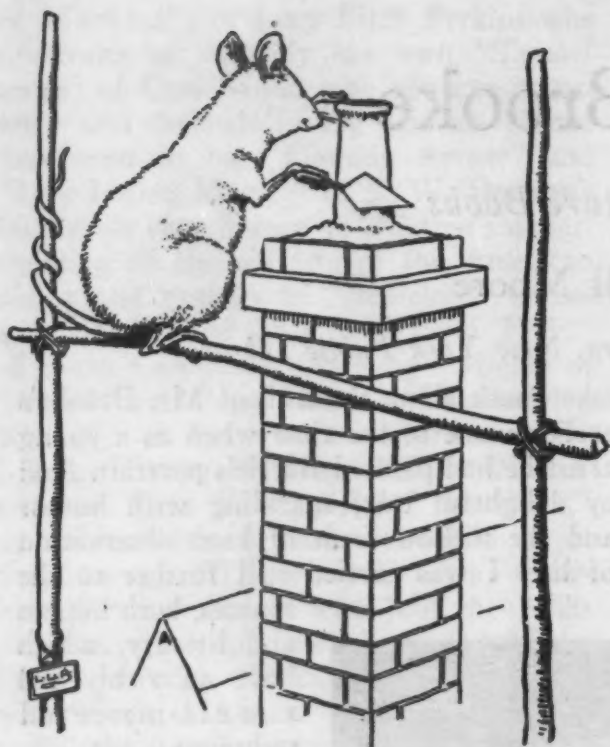
Leonard Leslie Brooke, I learned, is of Irish extraction—a descendant on his father's side of Henry Brooke of County Cavan, the author of "The Fool of Quality," a novel in five volumes published in 1766. With the desire to share in some measure the impression left with me by personal association I wrote Mr. Brooke a letter in which I boldly asked for a photograph as well as for the facts of his personal history which I now give you in his own



L. Leslie Brooke

words: "There is really so little to tell. I was born in Birkenhead and received most of my art training at the schools of the Royal Academy in London. My brother and I were always drawing—like any other children—and I went on drawing, there is my whole story.

"My pleasure in pen drawing began early, in copying Tenniel as a small boy—



"The Mouse Builds Himself a House."
From "Johnny Crow's Garden"

so that when the time came that small commissions began to arrive from publishers that seemed the natural medium to use for them. I began drawing for Blackie and for Cassells—doing various odd jobs and illustrations of minor story books. Also I succeeded Walter Crane as illustrator of Mrs. Molesworth's annual story for Macmillan's and held the job through a number of years. My connection with Frederick Warne & Company began in the winter of 1895-96 when I suggested to them the idea of a new volume of the Nursery Rhymes. As a result 'The Nursery Rhyme Book' edited by Andrew Lang was pub-



From "There was a Crooked Man"

lished in the autumn of 1897 and since then all my picture books for children have been published by them.

"Next came Lear's 'Nonsense Songs' which appeared in two parts—'The Pelican Chorus' drawn in London in 1899 and 'The Jumbies' done at Harwell in 1900, 'Johnny Crow's Garden,' 1903; 'Golden Goose Book,' containing 'The Three Bears,' 'The Three Little Pigs' and 'Tom Thumb,' also done in parts, 1904-5, 'Johnny Crow's Party,' 1907, were all done mainly at Harwell, a village near the Berkshire downs. 'The House in the Wood,' a selection from Grimms' 'Fairy Tales,' London, again, in 1909, 'The Truth About Old King Cole' (whose author is a man of distinguished European reputation outside children's books), London 1910, 'The Tailor and the Crow,' 1911, 'Ring-O-Roses' also in two parts, one published before the War, the other which you saw me doing in town, in 1923.

"I am not sure," continues Mr. Brooke in answer to a question in my letter, "I am not sure what you mean when you say Why is not my work *dated*? If you imply the compliment of its having a permanent interest about it (This is precisely what I did mean) then I can only look pleased and self-conscious and say weakly that I don't know. If it is the absence of dates on the books—then that is merely the careful publishers' anxiety not to seem to be selling old stock."

The question, "What elements are essential to picture books which are to have perennial interest?" drew, as I hoped it might, a characteristic reply, "You know as well as I do what these elements are, having long ago made the experiment of trying books out on the children and I am not going to be beguiled into platitudes. But to see how instinctive the inspiration of the very best type of picture book is, it is worth while looking at the first draft by Caldecott of his 'House That Jack Built.' Warne published it some years ago but it is little known. It is just a series of scribbles, but implicit in each scrawl can clearly be found the very dog, cat, rat, etc., that has become classic. Of course, Caldecott's is an extreme instance of instinctive drawing though I have seen a sheet covered with 'tries' after a special effort of expression in a face—and I do

not think he had the patient building up that so many have to do before they can achieve the appearance of facility. I imagine his plan was rather to 'tear it up and begin again.'"

In a second visit to the Leslie Brookes at Cummor, a few miles out of Oxford in September 1927, there was time between tea and supper for a ramble with Mr. Brooke about the charming old village of Amy Robsart association, a glimpse of some of its lovely gardens and a few moments well spent in the fine old church. That evening I chanced to speak of de la Mare's recently published "Stuff and Nonsense." Mr. Brooke had not seen the verses but his eyes lighted with keen appreciation as he replied, "There can never be but *one* book of that title for me, you surely must know A. B. Frost's 'Stuff and Nonsense!'"

I was ashamed to confess that I didn't and yet if I had known it before I could not now have the vivid memory of Leslie Brooke's introduction to the drawings he had found so refreshing and so stimulating.

In the recent letter from which I have quoted, he says: "I feel a sense of personal loss in your news of the death of A. B. Frost. It so happened that I knew his early illustrations to Max Adeler's 'Out of the Hurly Burly' when I was a boy in the seventies, and though I have had little opportunity of seeing his work in the last fifteen years, I have always followed it with respect for the thoroughness of his more serious work and glorious chuckles over his force. His 'Uncle Remus' is to me out and out the final and permanent edition of that classic. There is an illustration of his story in an old Harper's Magazine—a story of an American Indian in full war paint being brought to live in New York or somewhere—and he answers the cry of the morning milkman with a terrifying war whoop. It is quite a small drawing but I shall always remember it and laugh. You can hear the sound in that drawing as clearly as you can hear Caldecott's old stone-breaker at the cross-roads in John Gilpin trying to strain his voice above the clatter of the horse's hoofs. I suppose there will be no notice of Frost in any paper or magazine? I know nothing about him personally and I should like to."

Nor does Mr. Brooke confine his interest in American art to the chief of our illus-



A drawing for the "Three Little Pigs"

trators of the past. "I am looking forward keenly to 'Millions of Cats' (and with the greater anticipation because I do not find cats 'come' easily myself)," he writes, "and to Knickerbocker for which the drawings by James Daugherty in *Books* have whetted my appetite."

Such in the compass of these few words is Leslie Brooke—an artist who upholds the fine tradition of English picture-book making established by Randolph Caldecott and Walter Crane, a man who has mastered the art of imaginative living, a critic who without ever setting foot on American soil has kept close to all that is best in the art and the life of the country. His own best gift has been to send a living stream of childlike humor and beauty into an age in which vulgarity in crude colors has been rampant.



Mr. Brooke's "The Three Bears"

25 Years of Flying

This Anniversary Increases the Public Interest in Books on Aviation

Dallas McKown

ORVILLE WRIGHT made the first flight in a power driven airplane, at Kitty Hawk, North Carolina, on December 19, 1903. This year is, therefore, the twenty-fifth anniversary of his success, and to indicate the growth of both aviation and of books on the subject, *The Publishers' Weekly* prints in this issue a list of 68 airplane titles available to book-sellers.

In the first section of the list are 28 titles of a biographical nature, dealing with flights and actual adventures, in addition to several controversial titles. The second section contains 30 technical and semi-technical books of explanation, including books on the making and flying of model airplanes, the principles of flight, details of construction of airplanes, airports, and commercial aviation generally. For younger readers there are 10 volumes in the third section, including accounts of famous aviators, historic planes, and books of simplified explanation of the airplane and its working.

After the flight at Kitty Hawk hardly a month passed without new developments in the art of flying. By 1909, six years afterwards, there were thirty entrants for the airplane meet at Rheims, the first ever held. Meanwhile, Blériot, Delagrangé, Farman, Langley, and Santos-Dumont, among others, had attempted navigation of the air, with varying successes. Farman made the first turn in the air in 1907, and six months later made the first recorded flight with a passenger in a heavier-than-air-machine. Blériot had in July, 1909, been the first person to fly across the English Channel, a body of water now crossed innumerable times each day by the great European air transport fleets. Glenn Curtiss, one of the pioneers of aviation, won the first Gordon-Bennett

cup. Three years later, in 1911, C. P. Rogers made the first transcontinental flight across the United States, taking nearly a month for the distance now regularly covered by air mail planes in about forty-eight hours.

The World War stimulated aviation abnormally, and experienced airmen hold that its influence on aviation is only now declining sufficiently to permit the sane development of commercial flying.

After the war came the first trans-Atlantic flight by Lt. Commander Read in a U. S. Navy seaplane, and later the first non-stop trans-Atlantic flight by Alcock and Brown. Flights from England to Australia, and American non-stop transcontinental flights occurred. Then came in 1924 the first round-the-world flight—the airplane had circled the globe twenty years after the first flight.

These feats occurring with startling regularity seem to have their climax in the achievements of the past two or three years. Col. Lindbergh, Commander Byrd, Chamberlin, Goebel, and a score of other now famous flying men have flown to the most obscure points of the earth, have set amazing endurance records, and have crisscrossed the oceans with their flights.

The growth of air navigation and the recent succession of breathtaking triumphs has created a demand for books relating to this development of modern transportation. The advance of the airplane has meant an advance of books about the airplane. Altho a very few years ago the number of titles was so small as to be practically non-existent, there is now an abundance of them. The list of books printed with this article includes the stories of airplanes and flyers famous fifteen years ago, as well as the story of Miss Earhart's flight this past summer.



A List of Books on Aviation

"THE FIRST CROSSING OF THE POLAR SEA." ROALD E. G. AMUNDSEN AND LINCOLN ELLSWORTH. *Doubleday*. \$5.00

A description of the flight to the North Pole in the great airship *Norge*.

"OUR POLAR FLIGHT." ROALD E. G. AMUNDSEN AND OTHERS. *Dodd*. \$5.00

The unsuccessful attempt of two planes to fly to the North Pole in the summer of 1925 by the man who later made the successful flight in the *Norge*, and who was lost this year in the search for Nobile and his *Italia* expedition.

"SKYWARD." RICHARD E. BYRD. *Putnam*. \$3.50

Commander Byrd, now leading the expedition to the South Pole, has several achievements in the air to his credit, including a flight over the North Pole with Floyd Bennett and a flight from America to the coast of France.

"RECORD FLIGHTS." CLARENCE D. CHAMBERLIN. *Dorrance*. \$2.50

Chamberlin's story of his achievements in the air. Among other adventures, he flew from the United States to Germany in a non-stop trip.

"20 HRS. 40 MIN. OUR FLIGHT IN THE FRIENDSHIP." AMELIA EARHART. *Putnam*. \$2.50

The story of a flight from Boston to Trepassey, Wales, by the first woman to be passenger in a flight across the Atlantic.

"THE RED KNIGHT OF GERMANY." FLOYD PHILLIPS GIBBONS. *Doubleday*. \$2.50

Baron von Richthofen, the subject of this account was Commander of Germany's famous "Flying Circus" in the World War. He was credited with more than seventy victories over Allied aircraft before being shot down by an English airman.

"HIGH ADVENTURE." JAMES NORMAN HALL. *Houghton*. \$2.50

A story of the thrilling adventures of the author in the airfighting of the World War.

"THE BALLOON BUSTER; FRANK LUKE OF ARIZONA." NORMAN S. HALL. *Doubleday*. \$2.00

Frank Luke was awarded the Congressional Medal of Honor after his death for his victories in two weeks of reckless fighting in the World War. At the time of his death in the air he was also faced with a court martial for insubordination.

"FLYING VISIT TO THE MIDDLE EAST." SAMUEL HOARE. *Macmillan*. \$1.40

A well written account of an interesting flight from England toward the East. The same author has also written:

"INDIA BY AIR." SAMUEL HOARE. *Longmans*. \$2.50

A good account of another flight from England to India to transact official business for the British government.

"THE HISTORY OF AERONAUTICS IN GREAT BRITAIN." J. E. HODGSON. *Oxford*. \$35.00 net

A thoro account of the attempts to fly in the British Isles. The book is excellent for references, and contains accounts of obscure endeavors in the field not likely to be found elsewhere.

"FLYING WITH LINDBERGH." DONALD E. KEYHOE. *Putnam*. \$2.50

The story of Colonel Lindbergh's tour of the United States following his flight to Paris. The tour was made under the auspices of the Guggenheim Foundation in the interest of aeronautics.

"WE." CHARLES A. LINDBERGH. *Putnam*. \$2.50

Only one chapter of this fascinating book is devoted to the amazing flight from New York to Paris. Colonel Lindbergh's desire for development of aero-

nautics is repeatedly seen in this story of the man and his plane, *The Spirit of St. Louis*.

"CHARLES A. LINDBERGH, HIS LIFE." DALE VAN EVERY AND MORRIS TRACY
Appleton. \$2.00

This journalistic account of Colonel Lindbergh was the first to appear after his flight to Paris, and was on sale by the time of his return.

"WINGS OF WAR." THEODORE M. KNAPPEN. *Putnam*. \$2.50

An interesting account of the attempts of the United States to build a satisfactory airplane fleet during the World War.

"THE THREE MUSKETEERS OF THE AIR." HERMAN KOEHL, JAMES C. FITZMAURICE, AND GUENTHER VON HUNEFELD. *Putnam*. \$2.50

The men who made the first East to West crossing of the Atlantic by airplane have told of this difficult flight in their machine, the *Bremen*.

"WINGED DEFENSE." WILLIAM MITCHELL. *Putnam*. \$2.50

Brig. General Mitchell, the only man to rise to that rank in the Army Air Service thru his work in that department, resigned from the army in 1926 after a court martial for his attacks on the methods of conducting the Air Service. This book presents many of his arguments in favor of increased amounts of aircraft and increased efficiency.

"THE GREAT DELUSION." "NEON." *Dial*. \$4.00

This and another title, "Airman or Noahs," are both controversial books, this volume by "Neon" subjecting the use of, and faith in airplanes, to attack.

"THE UNITED STATES IN THE AIR." MASON M. PATRICK. *Doubleday*. \$2.50

The author was in command of the Army Air Forces from May, 1918 to 1928, and is an authority for the facts relating to American aviation which he presents in this book. (To be published November 9, 1928.)

"THE WAR IN THE AIR." VOL. I BY WALTER RALEIGH. \$7.00. VOL. II BY H. A. JONES \$6.00. *Oxford*.

Volume I of this non-technical and interesting history was published in 1922. The new Volume II covers The Dardanelles Campaign, Fighting on the Western Front from 1914 to the end of the Somme battles, and the Naval operations thru the Battle of Jutland.

"14,000 MILES THROUGH THE AIR." SIR ROSS SMITH. *Macmillan*. \$2.00

Sir Ross Smith and his brother, Sir Keith Smith, made the first airplane flight from England to Australia, in 1919. The pilot gives in this book a straightforward account of the feat.

"AIRMAN OR NOAHs." M. F. SUETER. *Pitman*. \$7.50

The author seeks to defend the airplane and its possibilities from the attacks made by "Neon" in "The Great Delusion."

"THE FIRST WORLD FLIGHT." LOWELL THOMAS. *Houghton*. \$5.00

Lowell Thomas entertainingly describes the 26,000 mile air tour around the world by three planes and six United States Army officers in 1924. The actual flying time was 363 hours, altho four and a half months were taken for the trip.

"EUROPEAN SKYWAYS." LOWELL THOMAS. *Houghton*. \$5.00

The author of "With Lawrence in Arabia" has here written of the famous airlines of Europe, and of his flights over practically all of that continent.

"THE CONQUEST OF THE AIR." C. L. TURNER. *Oxford*. \$1.00

A fairly short historical survey of the rise of aviation.

"AROUND THE WORLD IN 28 DAYS." LINTON WELLS. *Houghton*. \$2.50

Despite 65 hours delay, the author and Edward S. Evans made a record-breaking 26 day trip around the world in 1926, most of the journey being made by airplane, altho trains, ships and automobiles also were used.

"LETTERS FROM A FLYING OFFICER." ROTHESAY STUART WORTLEY. *Oxford*. \$2.50

A vivid account of the English Flying Corps in action on the Western Front during the World War.

"FLYING THE ARCTIC." GEORGE H. WILKINS. *Putnam*. \$2.50

After two unsuccessful attempts, Captain Wilkins last year succeeded in making a flight from Point Barrow, Alaska, to Spitzbergen, crossing the North Pole in the 2200 mile trip.

Books of Technical Interest

"AIRCRAFT YEARBOOK." *Aeronautical Chamber of Commerce of America*. New York. \$5.25

For up to the minute data on developments in the air field.

"MODEL AIRPLANES, HOW TO BUILD AND FLY THEM." ELMER L. ALLEN. *Stokes*. \$3.50.

"AIRMEN AND AIRCRAFT." ARNOLD. *Ronald*. \$3.50

"THE AIRPLANE SPEAKS." H. BARBER. *McBride*. \$3.50

A technical book explaining principles and facts of flying.

"AEROBATICS." H. BARBER. *McBride*. \$3.50

"TRANSPORT AVIATION." ARCHIBALD BLACK. *Simmons-Boardman*. \$3.50

A semi-technical book explaining the business part of aviation in commercial uses. Replete with statistics and data of modern commercial air transport.

"ELEMENTS OF AVIATION." VIRGINIUS EVANS CLARK. *Ronald*. \$3.00

"THE BOY'S BOOK OF MODEL AEROPLANES." FRANCIS A. COLLINS. *Century*. \$2.00

For information on model aeroplanes this book probably ranks next to Hamburg's book, "Beginning to Fly."

"THE AIRCRAFT HANDBOOK." FRED H. COLVIN. *McGraw-Hill*. \$4.00

"CIVIL AVIATION"—A REPORT BY THE JOINT COMMITTEE ON CIVIL AVIATION. *McGraw-Hill*. \$2.50

Information as to details, costs of operation, etc., revealed by the survey the results of which are given in this volume.

"THE WORLD'S WINGS." W. J. DAVIS. *Simmons-Boardman*. \$2.50

Chapters on Post-War aviation.

"AIRPORTS AND AIRWAYS." DONALD DUKE. *Ronald*. \$5.00

Contains practical information on the now important subject of Airports and Airways.

"COMMERCIAL AIR TRANSPORT." IVO EDWARDS. *Pitman*. \$2.50

Further details on the subjects of airplanes for commercial usage.

"BUILDING AND FLYING MODEL AIRCRAFT." PAUL EDWARD GARBER. *Ronald*. \$2.45

"BEGINNING TO FLY." THE BOOK OF MODEL AIRPLANES. MERRILL HAMBURG. *Houghton*. \$2.50

The last word in instruction for making and flying model airplanes. Contains also other data on airplanes and their achievements.

"THE A. B. C. OF FLIGHT." W. LAURENCE LE PAGE. *Wiley*. \$1.50

An explanation of principles and practices of aviation.

"THE ZEPPELINS," ERNST LEHMANN AND HOWARD MINGAS *Sears*. \$4.00

An account of lighter-than-air craft.

"MODERN AIRCRAFT." VICTOR W. PAGE. *Henley*. \$5.00 net

The Standard reference book on the subject.

"EVERYBODY'S AVIATION GUIDE." VICTOR W. PAGE. *Henley*. \$2.00

A well-known volume containing questions and answers for the explanation of facts.

"THE BOOK OF THE AEROPLANE." JOHN LAURENCE PRITCHARD. *Longmans*. \$3.00

A fairly comprehensive history of the airplane, with principles explained.

"AEROBATICS." OLIVER STEWART. *Pitman*. \$1.50

"PRACTICAL FLYING: AN OUTLINE OF HEAVIER-THAN-AIR-FLIGHT." LT. BARRETT STUDLEY. *Macmillan*. \$4.50 (prob).

"AVIATION." THE ANNALS OF THE AMERICAN ACADEMY OF POLITICAL & SOCIAL SCIENCE. FRANK A. TICHENOR, ED. *American Academy*, etc., Philadelphia. \$2.00

A much praised account of the subject of aircraft in its various phases and uses.

For the Younger Readers

- "THE AIRMAN." FRANCIS A. COLLINS. *Century*. \$2.00
 "THE BOYS' BOOK OF ARMEN." IRVING CRUMP. *Dodd*. \$2.00
 "THE PICTURE BOOK OF FLYING." ILLUS. BY FRANK TOBIAS. *Macmillan*. \$2.00
 "HEROES OF AVIATION." LAURENCE LA TOURETTE DRIGGS. *Little*. \$2.00
 "HEROES OF THE AIR." C. C. FRASER. *Crowell*. \$2.00
 "DICK BYRD—AIR EXPLORER." FITZHUGH GREEN. *Putnam*. \$1.75
 "HISTORIC AIRSHIPS." RUPERT SARGENT HOLLAND. *Macrae-Smith*. \$4.00
 "KNIGHTS OF THE WING." A. M. JACOBS. *Century*. \$2.00
 "AN ALPHABET OF AVIATION." PAUL JONES. *Macrae-Smith*. \$2.00
 "CONQUERING THE AIR." ARCHIBALD WILLIAMS. *Nelson*. \$2.00

Illustrator and Reproduction

A Strong Protest Mildly Worded Against the Difficulties and Limitations of Drawing for Reproduction and a Question as to Whether Bad Reproductions Are Good Business.

Dorothy P. Lathrop

ANY young illustrator could, I presume, talk for hours on end about the engraver and the printer and the publisher, those three who, he feels in his dark moments, seemingly conspire together to distort and ruin the drawings on which he has spent every effort of hand and brain and heart. But with experience comes tolerance—tho the latter is closely related to resignation.

But, when he first sees his drawings printed, the appalling conviction that he can never present a drawing to his public just as it left his hand, just as he meant it to be seen, is intolerable. He must labor for years with stubborn patience for that control of hand and nerve which will enable him to draw a fractious pen across a paper whose best surface obtainable is full of pitfalls, and leave there a line sure, decided and yet delicate enough to express, should he please, even the incredible fragility of an insect's wing or of a fairy's nebulous hair. To see that line double or even triple its width in the printing, completely destroying that fragility, is disappointing to the point of discouragement. It is just then that if books and the craving to have some part in the author's thought and the desire to make it visible, are not the very breath of life to him, the would-be illustrator will turn to some other form of art—yes, art, tho I have been asked if I was an artist as well as an illustrator!—

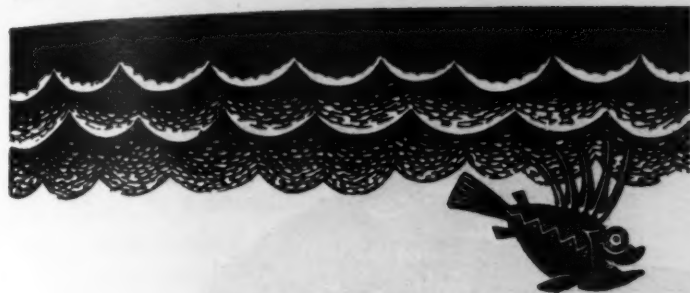
some form that need not go through a mechanical process of reproduction to reach its public.

If he could only shift the blame from himself upon the camera and the printing press and the paper! But he has talked to



One of Elizabeth MacKinstry's reed-pen drawings of the goblins in George MacDonald's "The Princess and The Goblins"

some of his public only to find that, in an age when any city dweller can stand before a plate glass window and watch the printing of a newspaper, text and pictures, an incredible number of persons know nothing



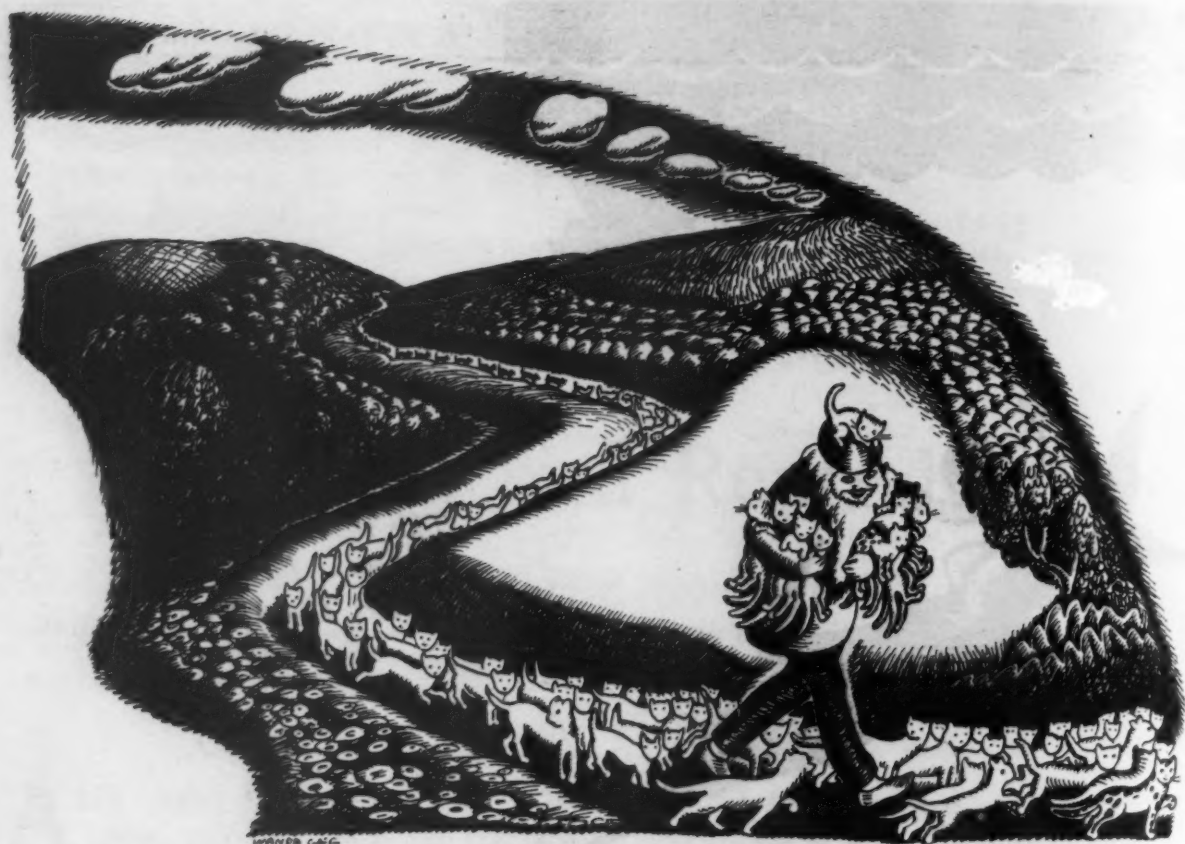
"Boris Artzbasheff knows supremely well how to adapt his drawings to reproduction." This is one of his illustrations for "The Fairy Shoemaker."

of the processes of reproduction; they are actually puzzled to know "how the pictures get in the books." Even with an original drawing in one hand, and in the other, the book opened at the reproduction of that drawing, *some* person can ask which the illustrator drew! Most illustrators can answer the question, "Do you have to read the book before you make the drawings?" with the patient calm born of much repetition. Should an illustrator show less resignation to the present conditions of reproduction, the engraver, the printer and the publisher in all kindness to him must realize that it is because it is he who is to blame, he who is always the "goat." Let them pocket any pride, for the public, engraver, does not even know that you exist; it is not quite sure that the printer does; it has a pretty definite idea that there must be a publisher, but its only conviction is that the illustrator is responsible in some way for getting those pictures into that book even though it is not quite sure but that he has taken his pen and drawn every picture in every copy with his own hand!

The illustrator, in common with all artists, is never satisfied with his output. That

inner vision from which he draws, that utterly baffling loveliness or magnificent gesture so clear in his mind, he can never put down on paper just so. He has moments of abject despair at his inability to translate that glowing, vibrant vision into black and white, to draw it with a pen on a piece of paper. So if at times he seems impatient of the result of the reproduction of his drawings, let this, then, be his defence. Striving for an ever-elusive perfection, never satisfied with his own best, how can he be content with any lessening of that best?

For everyone connected with book manufacture frankly admits that today conditions are exceedingly trying. The situation is as involved and interlocked as that confronting the old woman who had such difficulty in making her pig jump over the stile. If the public won't buy books, the bookseller can't turn over money to the publisher, who, sales or no, must pay the engraver, must pay the printer, and must pay the binder, and incidentally the illustrator—and often the author—and so has no money left to buy good paper so the printer can make good prints.



One of Wanda Gag's illustrations for her book, "Millions of Cats." She "achieves fullness of light and shade with an unrestricted number of lines, but most cleverly opposes this to the starkest simplicity of line and detail where definition matters."

Lacking the saucer of milk which solves the situation, all concerned are nevertheless making the best of it and overcoming the difficulties as far as is humanly possible. Never have the handicaps been greater for the illustrator, yet never before have there been so many well illustrated books. An artist is a marvelously adaptable creature. He makes the best of the medium at hand whether it be the walls of a prehistoric cave or modern book paper. Denied, by the high cost of color printing, the privilege of rioting in as many colors as he longs for, he builds beautiful patterns in the few flat colors he is allowed. Restricted to black and white, denied by soft-surfaced paper which spreads the ink the striving for the subtlety of technique of such drawings as Abbey's Shakespearean series of a dozen years ago, he learns to use fewer lines, to space them carefully apart so that the spreading ink will not blur them into a meaningless smear; he learns to use a single line for the contour of a face, to make, if necessary, an expressive eye with a dot.

It is inevitable that drawings under these conditions should become less realistic, more

patterned; logical, given, for instance, only three flat colors, that all objects cannot be colored as nature intended, that green sometimes might have to serve for hair as well as for grass. With the passing of half-tone reproduction in children's books, and the use of such mediums only as can be reproduced in a line-cut—pen and ink, wood-cut, brush and ink or reed pen—mediums the most definite and concrete, there is no way left to be subtle except by the sheer subtlety of imaginative power. How the illustrator envies the author his ability to suggest! It is only in the faintest moonlight for the moment of the holding of a breath, that an author's fairy is sensed, but the illustrator's fairy—that is fastened to the paper forever with perfectly definite black lines for anatomical dissection. Should the illustrator try to be more vague, try to fade one of these lines off, to break it into a series of dots the size of pin points, a spongy paper will enlarge them blatantly to the size of carpet tack holes. So, short of employing that device used by fashion designers of leaving out some features, there is no way to suggest rather than to draw.

There are many ways of making a drawing simple enough to reproduce well. One need not be confined to line drawings, tho to have someone who does this as charmingly and with such naïve sophistication as Lois Lenski, is a delight.

Boris Artzybasheff knows supremely well how to adapt his drawings to reproduction. No one today is giving us more beautifully designed illustrations, and it is perhaps inevitable that the mind which can present St. Francis with such moving simplicity and can design with such sumptuous restraint as in "The Wonder-Smith" should have an equally intelligent grasp of the problem presented by the limitations of mechanical reproduction. Surely, "Creatures," with the complexity of its design entirely free from intricately interwoven lines, and the restrained elaboration of "The Fairy Shoemaker," should be a joy to the printer.

Whether James Daugherty in his exuberance has time to consider the printer, consciously or not, he never works with too much abandon not to lay his brush down very definitely, and full of life almost to the point of confusion—the proper confusion of movement—his brush strokes are distinct and separate enough to make no confusion for the printer.

Elizabeth MacKinstry solves the problem royally with a reed pen and a line so broad that any amount of added width in the printing matters not at all. Strange to see that with this wide line, she can draw wee elfin creatures, waggish and happily soulless, and fairy women of an unearthly



One of Dorothy Lathrop's own illustrations, From "Treasure of Carcassonne." This has been added to the illustrations selected by Miss Lathrop, as an example of a reproducible drawing.

frailness. Stranger still that when she draws with a quill pen, as in "The White Cat," she draws creatures no more and no



A drawing by James Daugherty for "Knickerbocker's History of New York," "His brush strokes are distinct and separate enough to make no confusion for the printer."



One of Elizabeth MacKinstry's drawings for "The White Cat," the book of Eighteenth Century fairy tales by Madame d'Aulnoy.

less delicate than with the coarser reed pen, proof that in the last analysis the imaginative power of the artist triumphs over his medium, making it express exactly what he will.

The wood-cut, which Paul Honoré uses so skillfully, is a particularly successful medium since it most nearly approaches the lines possible in a zinc plate. There are many others who handle all these mediums with great skill. Wanda Gág, in that delectable book, "Millions of Cats," achieves fullness of light and shade with an unrestricted number of lines, but most cleverly opposes this to the starkest simplicity of line and detail where definition matters. Rachel Field's happy children are drawn with a

thick line with a simple freedom and life, a thick line which never becomes mannered and gives them to us with all their everyday loveliness. Wilfred Jones' splendidly direct drawings always reproduce well.

Superficially, Pamela Bianco's drawings would seem more difficult to reproduce than any others, and certainly no one who has seen the originals, their miraculously fine lines drawn with what heaven-sent instrument—surely with nothing procurable this side of paradise or fairyland—would expect that machines *could* achieve just that delicacy, yet they do reproduce with a remarkable feeling of the originals. Full of detail, yet every line is drawn with such an exquisite precision that even tho the lines thicken, there is no chance for the plate to become blurred. But—how encouraging it is that there is a publisher with such appreciation of that other-worldly loveliness as to go to the great expense of copper plates and special paper for her edition of Blake's poems, "The Land of Dreams," to keep as much as possible of the quality of that unsurpassed line. How encouraging, too, that publishers do sometimes insert specially coated, dull surfaced sheets for the black and white.

And after all isn't it better business for the publisher, if he wants illustrations badly enough to choose an artist with great care and to pay him to make drawings for a book, to select the paper for that book, not for its bulk or for a texture interesting in itself, but for its power to present to the public as nearly as possible the original line of the illustration? A publisher would not tolerate misprints in the author's text which distorted his meaning, and no more should he tolerate a distortion of the drawings which in almost as great a degree changes *their* meaning. Because the illustrator has adapted himself to the various methods of reproduction as the need has risen, and has conceded something to the engraver and the printer and the paper, he should not be forced to concede all. It is no less the duty as well as to the best interest of all four, illustrator, engraver, printer and publisher to work together to make the best books possible.

The publisher is working under very real difficulties, and he has his books much at heart. Of course he has many books to the illustrator's few, into only a small num-

ber of which the problems of drawings enter; while it is the illustrator's all which is involved and so his voice which is most often raised in protest against the conditions.

If I add one more protest, one against the alarming number of out-of-register color prints bound up in books, it is not because I do not realize the difficulties of color printing, the temperamental qualities of paper which expands and contracts between printings, but that I think some arrangement should be made for the delivery and acceptance of perfect prints only, for in no other industry are imperfect products, from clothing to farm produce, sold as perfect ones. Would this doom us all to black and white forever? I hope not. But in color or in black and white, under conditions ideal or adverse, draw we must, I expect, and nothing can stop us, least of all ourselves. Must it be for us to provide such a saucer of milk as solved the difficulties of the old woman with her pig, such drawings as to intrigue the public into financing the publisher in his desire to make perfect books?



One of Pamela Bianco's delicate drawings for "The Land of Dreams."

Publicity Material for Book Week

PUBLICITY Material for the Tenth Annual Book Week, November 11th to 17th, 1928, prepared and furnished by the National Association of Book Publishers, 25 West 33rd St. New York:

Posters and Cards in Color

(One poster supplied to a school.)

"After all, there is nothing like a Good Book" poster, designed by Jon Brubaker, free. Card miniatures, \$1.00 per 100, \$9.00 per 1000.

"Books—History, Romance, Travel," poster designed by N. C. Wyeth, free. Card miniatures, \$1.00 per 100, \$9.00 per 1000.

Motion picture slide, either design, with imprint, \$.50.

Newspaper mat, either design, single column, \$.20, double column, \$.30.

Pamphlets (free)

"Grade School Projects for Book Week."

"High School Projects for Book Week."

"Important Booklists," a list of lists compiled by national organizations and experts on boys' and girls' reading.

"Books about Boys' and Girls' Reading," a list.

Announcement of Book Week Contest, sponsored by General Federation of Women's Clubs and National Association of Book Publishers.

"Selected Book Films," a list prepared by the National Board of Review.

"Recent Magazine Articles on Children's Reading," a list.

"Suggestions for Club Programs on Books, including dates of national events and ideas for year-round promotion of reading.

Booklets

"My Book Record" booklets, for the child's own record of books. Attractive 16-page booklet, with bright orange cover. Price \$1.50 per 100.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

October 20, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Book Week, Ten Years Young

ON November 11th begins the tenth anniversary of Children's Book Week. Ten years of steady growth is an extraordinary record for such a program, most Weeks having served their short term and passed out of public interest. Book Week, instead, seems to grow in value and the tenth anniversary finds it more widely useful and more enthusiastically observed than ever before. It is worth while at this time to point to the beginnings of this program and to emphasize the fact that the ideas with which it began have helped to make for its ultimate success.

1919 was a most interesting year in the booktrade. It was the first year after the war, the stimulating effect of the big co-operative efforts was being felt, people were ready for new experiments and new undertakings and the book field was not slow to catch the new spirit. There were many indications that the time was ripe for a new impetus in children's reading. In the educational field there had come the emphasis on school libraries; in the library field the children's library departments were growing in efficiency and breadth of program; magazines had become interested in children's books. Anne Carroll Moore had begun her children's page in the *Book-*

man; Bertha Mahony had started her Boys and Girls Book Shop in Boston and Miss Cutter had opened hers in New York; Veronica Hutchinson had been called from the Cleveland Public Library to open the book department for Halle Bros. in Cleveland, Marshall Field, under Marcella Burns-Hahner was planning its big book fair for the fall; and in May the booksellers came together for an inspiring convention in Boston. On this occasion Franklin Mathiews gave an address on "The Boys Want More Books," and at the business meeting the Secretary suggested a new resolution for the convention: "There have been several suggestions at these meetings that there be a national campaign for selling children's books, and I suggest that a committee be appointed on this, including live people in both the publishing and retail trade." The motion was carried with enthusiasm. Soon after the convention this committee was organized and plans were laid. The committee consisted of Frederic G. Melcher, Editor of the *Publishers' Weekly* and Secretary of the American Booksellers Association, Chairman; Franklin K. Mathiews, Librarian of the Boy Scouts of America, Vice-Chairman; F. B. Stokes, secretary; F. A. Clinch of D. Appleton & Co., Treasurer; Maxwell Aley, then of Harper & Bros., Chairman of Publicity; Cedric R. Crowell of Doubleday, Page Bookshops, Chairman of Committee on Retail Selling Plans; Mrs. Louise Pleasanton of Brentano's; Frank Bruce of Houghton Mifflin; Michael A. Corrigan of Baker & Taylor Co.; E. W. Mumford of Penn Pub. Co.; F. L. Reed of Grossett & Dunlap; Bessie Graham of Philadelphia; Anne Carroll Moore of the New York Public Library; Harry E. Maule of Doubleday, Page & Co.; Harry E. Cooke of Moffat Yard & Co.

The American Booksellers' Association had voted \$400 and the publishers of children's books were appealed to, among whom \$2000 more was raised. Of this sum a large part was spent for the Jessie Willcox Smith poster, which supplied the best publicity possible, 3000 copies being quickly distributed as also 150,000 stickers of the same poster. The Publicity Committee, headed by Mr. Aley, made excellent connections with magazines and many articles were carried. The libraries showed

prompt interest under Miss Moore's leadership and in many cities they were eagerly co-operating with booksellers and others; and Franklin Mathiews, godfather of the idea, made a tour of the Middle-West.

The committee decided that the best slogan for the campaign was "*More Books In the Home*" and this slogan was carried thru the country by means of posters and leaflets and a practical guide for Book Week observance was produced and mailed to 4500 distributors.

It is difficult to pick from many recollections of that fall, these few being but typical of what went on. In Boston, the Boston Booksellers' Association had a banquet, with speeches by Alice Jordan of the Boston Public Library, Mr. Mathiews Mr. Melcher and Arthur Pier, and a very strong local committee was organized with Alice Jordan as Chairman. Miss Moore at New York Public Library arranged for a gathering to honor Kate Douglas Wiggin, who made a most delightful speech. Chicago showed effective co-operation: Carl B. Roden, Librarian, arranged for conferences of children's reading thru many branch libraries; McClurg opened a children's book house on the first floor; and Marshall Field had special lectures. In Detroit, Adam Strohm, Librarian, and his staff co-operated with J. L. Hudson, Sheehan's, Macauley's and others. Minneapolis was one of the energetic centers, led by Leonard Wells and Miss Musgrove of Donaldson's caused the big auditorium to be filled to hear Thornton Burgess. In Indianapolis, Charles E. Rush and Carrie E. Scott of the public library were in close co-operation with Stewart's and L. S. Ayres & Co.; in Terre Haute an unusual program was arranged at the Herz store, as also at Rike-Kumler's in Dayton, Ohio, thru Miss Cummings.

These first reports of the Book Week's record showed that booksellers expect to pay more and more attention to children's books, to observe not only Book Week but to extend this over the year by giving such selling competent direction. Perhaps the most salutary result of the first year was that it showed how all groups could get together on such a program with benefit to the boys and girls, and each year has extended and strengthened the cooperative spirit.

Who's Afraid?

WHO is afraid of a bookshop? A good many people are. Too many. Every bookseller knows that there is a whole strata of good citizens in his town that do not push open his door from one year's end to the other. The bookshop is something a little foreign to their habits; they fear that they will betray ignorance by the way they make their inquiries. Even in the book section of the department store when the aisles form so easy an approach, they still feel a sense of timidity and postpone the search for books of which they may have felt the need. The breaking down of this diffidence becomes part of the bookseller's problem. He may catch the interest of the adults by special advertising, promotion and window display and may cement the acquaintance by a genuine hospitality and friendly service, but if he wants to lay firm foundations for life-time contacts, which will be profitable to both sides, he must make those contacts early.

The bookstore habit may be passed on from father to son, may be contracted at college, may be inspired by teachers, or started by the urge for self improvement but the best method of all is the early visits to a bookstore which the fortunate children learn to make by parents' encouragements or the wise hospitality of the bookseller. That hospitality may well be started by the observances of Book Week. Schools, libraries and newspapers are then discussing books in terms of home ownership. The shop is at its very best with fresh new stocks, new ideas, new catalogs. It is a place boys and girls will like. If the lure is powerful enough each year to bring into the bookshop hundreds of children, who have never come in before, it will mean the beginning of lasting delights. Book Week can serve one of its most important purposes if it can get the children to lose all timidity in the bookshops.

RARE BOOK DEPARTMENT

Page 1699

Includes the Story of "Alice in Wonderland's" publication.

The Buying and Selling of Children's Books

Ruth Brown Park

In Collaboration with the Staff of Doubleday, Doran Book Shops, Inc.

FIRST, of course, your location will influence greatly the size of your children's department. If you are in a residential section or in a department store you will do a bigger juvenile business than if you are in a financial district or an arcade location. But the real size can be determined once your new business is under way and tests have been made.

In no other department ought greater conscientiousness to be exerted by the bookseller than in this one. When you are buying for adults you may have a certain educational and moral twist to your conscience, but in most instances it is feeble. If a full-grown man wants a badly written, blood-and-thunder story, that is his own look-out. Or if a blonde approaching middle age slinks in to mumble a request for the newest, highly heated love drama, that, too, is none of your concern. But, on the other hand, if a nice rosy-cheeked little boy darts in and asks for the best story of adventure you have to offer, you want to know the best story and have it to give him. If you do not, and thru carelessness, hand out some cheap, poorly executed piece of work, unless you are the kind of person who would take candy from a baby you cannot be very easy or untroubled in your mind.

The same uneasiness would pursue you if a big strong father hurried in to get the best book in print on woodcraft or electricity and you not only had no books on either of these subjects but could suggest none to order.

Bear in mind, most parents and relatives are putty in the bookseller's moulding hands. If you will make a study of children's books and get yourself well-grounded in the best classics and modern books, you can build up a business that by no means need be sneezed at. Some very conscientious

parents are timid concerning the choosing of their offspring's reading and would as soon take out a set of tonsils as buy books independently. The minute they sense you know your business, the minute they feel you are in touch with the best in modern education for their children, they will cling to you with a tenacity that sometimes may be almost embarrassing.

But you must warrant this confidence before you accept it, and you cannot warrant it without hard work and earnest study of the best in juvenile literature. You can find out the best by procuring such reading lists as the American Library Association furnishes; by studying the suggestions in the pamphlet published by R. R. Bowker Co., *The Bookshelf for Boys and Girls* and the pamphlet published by Baker & Taylor, *The Gateway to Bookland*; by reading Anne Carroll Moore's delightful books, *Roads to Childhood* and *New Roads to Childhood*; by careful perusal of such book reviews as the Atlantic Monthly Bookshelf or the various New York newspapers furnish; and by knowing the reading curriculum of such schools as the Horace Mann, The Ethical Culture School in New York and the progressive schools in your own city. These sources are reliable and indicative of the best in child literary experimentation.

Naturally, unless you have a very large shop, you will not be able to carry all these various recommendations but knowing what to have even if you cannot produce it at once, is the main necessity. A parent would far rather wait for an ordered book of which she was sure, than secure immediately one of whose worth she was uncertain. So make yourself the child's reading specialist, diagnosing its literary case with the greatest care. Then the parent will wait, gladly for the prescription to be filled.

Right here a word should be said about forcing too dry reading on a child. There are so many good enthralling tales which will not choke the little reader that it is unforgivable to hand him something unpalatable. Often too advanced reading will kill forever a real love of literature in the child. What greater sacrilege could be committed than smothering a taste for reading in a small, unformed soul!

So this brings us to the important point of buying and selling correctly for all ages. Have classified signs in your shop, indicating proper age divisions. These, of course, cannot be infallible, for ages differ widely in their tastes. Yet these signs locate a bewildered customer in his era if, at the moment, you or your clerks are unable to wait upon him.

From six months to two years, you ought to have unfadable linen books which sore gums and tiny teeth can chew upon at will.

From two to four years, flat linenette books are advisable, books which can be opened up and stood on the floor. The creeping child adores these.

From four to six, the simple picture story with strong color is in demand: *Mother Goose*, *The Three Bears*—all the old favorites.

From six to sixteen, a wide selection is possible. All the classics in various editions—the best editions printed well with harmonious illustrations. (Often the most expensive edition is by no means the best.) Thru libraries and "The Bookshelf for Boys and Girls," with the other sources already mentioned, you will find out the favored editions. Constantly be on the lookout for good text. Sometimes eyes are permanently ruined because of bad printing.

For the child from ten to sixteen, outside the classics, you will have to furnish exciting baseball, crew, and Indian stories, to say nothing of mystery, school, and college tales. There are dependable series of these which always delight the child. In this field you must do some real research work in order not to go wrong. Reading the publishers' advance copies of new juvenile literature is very necessary.

If you are in a residential section no doubt you will have a good steady trade. There ought to be the added chance of a child's lending library. If you are in a business district you will need the best of

the new books. The average man dashes in, does not know what the child has read, yet wants something immediately. You will sell this customer a bright jacket with new, worth-while, entertaining material inside. In the case of the sophisticated bookshop, it is well to meet this trade with not only the reliable standards but attractive French picture books; bright Czechoslovakian books—such foreign publications as B. Westermann, New York, carries. Department stores must have a lot of everything. Innumerable people want to fill in sets; they want their particular editions; they want stacks of books for all ages. Here you must carry a big stock, even to the better class reprints.

One kind of book that seems to go well in every location is the Little book—such as *Little Black Sambo*, *Peter Rabbit* (English edition), and other "two by four" juveniles. There is something in the child's nature which makes it dote on teensy, weensy books.

As to the physical arrangement of your children's department; It is well to have one small nook wherein you place small tables and chairs with low, intimate shelves for the child's use. The suggestion is that you do not line these with too expensive editions—small hands, allowed to roam at will here, may ruin some prized stock. But outside this nook, you can arrange your more expensive stock for parents and other adults to examine carefully. Having a boys' section composed of adventure, baseball, and college stories along with handicraft books and other distinctly boyish books is a good idea; then, separating these according to age is another. The same in the girls' branch. Place your series, mystery, and school stories here, in their proper ages, along with sewing, cooking, and other "How to Do Something" books. The classics need not be divided except into years, nor do histories and Bible stories need to be separated. Your linen books and simple stories may be together, along with drama and poetry.

If you are too busy to give much time to this department we would suggest that you choose an attractive young woman with some knowledge of children's education as the head of that department. If she has any kind of initiative she can do a big thing for you, for your store, and for herself.

Boys and Girls as Ad Men and Reviewers

Laura Grover Smith

IN connection with National Book Week, the schools of Los Angeles were asked to take part, with the various organizations for children's welfare, in a definite programme, under a general plan formulated by the Public Library.

To write a book advertisement, which should appeal to another boy or girl—having in mind the interest, the make up of the book and whether it was worth while, was the first venture! In my particular school, I asked a thirteen year old boy to write an "ad". This was sent as a sample to the various English classes, which included all the children in all the grades, who ranged from eleven to fifteen years of age.

The result was astonishing and gratifying. The quick response, the intelligent understanding of what an "ad" is, and the character of the books enjoyed.

The editor of the *Bookman*, (then Mr. John Farrar) suggested another interesting idea, which we followed in the Los Angeles Schools, that the children write of their favorite characters in books. Under the generic title of "Chums" our children entered into the adventure with much delight, and joyously wrote of the friends in a very happy land of books.

The result shown by the few, I am giving, is evidence that these friends were not forgotten and convinced us that Mr. Heyliger was right, when he said "youth reads to remember—the older ones to forget".

Inasmuch as this contest was an impromptu contest, written simultaneously the appreciations ring true.

The Call of the Wild

"Buck, the hero in the 'Call of the Wild' thrills your very soul as you read about him, travel with him over the snow! Ah: how you quiver with excitement when he fights with Spitz for leadership! Oh what, a joyous feeling at the head of the sleigh, master of the team.

At night when the wind is blowing thru the trees you hear a weird howling, —Buck! Oh, no, he's not dead! Listen, he is still calling!"

Jo March

From Alcott's "Little Women" Jo is my Book Chum! That irrepressible creature who was always full of life and mischief. The sweet Jo, who sold her beautiful hair to get money. Jo, the tom-boy who climbed trees—Jo, the hot headed terror who 'scrapped' with her sisters—but thruout all the same lovable Jo!

Long John

"My favorite chum of Literature Land is that giant—Long John—simple in faith, brave and dutiful to the last ounce of strength in his trim body—to his leader—Robin Hood!

The manner in which Long John joins Robin Hood's band draws the imagination and supreme interest of big and little!"

Rebecca From "Ivanhoe"

"A glorious, a pathetic, yet noble figure—Rebecca. As faithfully and as splendidly as the sun-flower faces its God, so did this beautiful Jewess remain constant to her beliefs, tho she dwelt in an alien land amongst alien people.

She was a tender, wistful woman, but she possessed a strength of character that makes her immortal among the heroines of Book-land."

Glaucus From "the Last Days of Pompeii"

"I shall always remember him as he stood there in the arena—a proud and noble Greek. The sight of his splendid bronze body, his head erect in defiance and arrogance turned even the sneering of the blood-thirsty Romans into silence of involuntary respect.

Always did he remain faithful to his native Greece in spite of the conquering Romans—patriotism incarnate!"

Boys!

Have you read "THE PEARL LAGOON"? It is a thrilling adventure story of the South Seas. It is brimming over with adventure, such as a battle with a shark, mutiny on shipboard, and pearl diving in shark infested waters. It is filled with action from cover to cover, and will hold your interest to the end. Written by CHARLES NORDHOFF, a CALIFORNIA BOY.

BOYS!
GET IT!
READ IT!

"The Pearl Lagoon"

By CHARLES NORDHOFF

The sample sent to the classes made a local appeal which the boy realized was of value.

Oh!

Boys! Boys!

Have you read the "Black Arrow"?

If you haven't, go to extremes to read or buy this book. The Author, Robert Louis Stevenson, has made a wonderful and exciting story for "You" to read. It is a thrilling, exciting story of the days of Robin Hood when robbers and bandits roamed the forests of England. Many horseback and cross-bow fights keep you interested during the story. The "Black Arrow" is an "ill

omen," and it will get you if you don't read it. See how the dashing hero wins his fair maiden! Boys! Girls! Anyone! get this book. Read the

"Black Arrow"

The value of a striking form in advertisement writing appeared in one written by a boy, perhaps twelve years old.

"Gold!"

"By Stewart Edward White.

"Adventure!

The mad rush to California in '49 told as history never could tell it. It lives before your eyes! The inside secrets of those who went. The Saloons of San Francisco! Fights! Bandits! The early mining towns. Hardship! Hatred! No trash! No girl!

The vivid story of early California, pulsating with thrills, told in story form! Just clean comedy and breath-taking thrills!

Read "Gold" and know the days of '49 as they were in real life!

The finest fiction of this dramatic period ever written!"

DON'T MISS IT.

I doubt if an experienced "blurb" writer could better the advertisement of "Gold". The value of a boy's judgment on books, is priceless.

Penrod

By Booth Tarkington

Nice children shouldn't read this book—because it is about the Worst Boy in Town. (population 135,000).

Don't read this book if you want to miss some of the cleverest and most embarrassing experiences of Penrod, the arch villain.

He made 5000 people gasp at his costume at the King Arthur recital. Read how he destroys the social standard of the most aristocratic family of the town.

That the "Counter Suggestion" has a value this boy appreciates.

In the Bookmarket

WHILE children's books are being more often published thruout the year, it is really the month or two months before Book Week that they pour forth from the publishing houses in a brilliant flood. This year is no exception to the rule and now that autumn has arrived the counters of the bookshops and the tables of the editors are bright with the jackets of the juveniles. The heads of the children's departments of the publishing houses, (May Massee at *Doubleday*, *Doran*, Louise Seaman at *Macmillan's*, Virginia Kirkus at *Harper's*, Bertha Gunterman at *Longmans, Green*, Marion Fiery at *Dutton's*, Helen Fish at *Stokes*, Lucile Gulliver at *Little, Brown*, and Kathrine Ulrich at *Coward, McCann*) have done their work well and Book Week which comes November 11 to 17th this year has more than ever reason for a great success.

Bertha E. Mahony and Elinor Whitney, whose accomplishments in *The Bookshop for Boys and Girls* in Boston, Massachusetts, are known all over the country, have compiled a book which should be of interest to all booksellers and librarians, in fact to anyone who has anything to do professionally with children's books as well as to those who merely happen to like them.

It is "*Realms of Gold in Children's Books*," *Doubleday*. It contains an historical survey of children's books, short sketches of outstanding authors and illustrators and a careful index. It is joined on the same publisher's list by "*The Winged Horse Anthology*," compiled by Joseph Auslander and Frank Ernest Hill, whose "*Winged Horse*," the story of poetry was one of the outstanding books of last year. The poetry anthology parallels closely and enriches the fascinating story of the poets.

There is to be a new "*Three Owls*"

edited by Anne Carroll Moore this year which *Coward-McCann* are going to publish on the 29th of this month. Like the first "*Three Owls*," issued by *Macmillan* several years ago, it will contain views and reviews of authors and illustrators of chil-

dre's books which have appeared on Miss Moore's "*Three Owls Page*" in the *New York Herald-Tribune* "*Books*." It will be profusely illustrated. ❀ ❀ ❀

Rose Fyleman has edited a collection of stories and verse by Hugh Lofting, Eleanor Farjeon and other popular writers, the volume called "*Round the Mulberry Bush*," *Dodd, Mead*. There are several other collections of this kind on the fall lists. *Appleton* has another Joy Street, "*Number Six Joy Street*" and *Scribner* has one of Cynthia Asquith's collections, "*The Treasure Cave*." Leonore St. John Power, who was

in the children's room of the New York Public Library before she sailed off to China, has compiled a volume of the greatest stories for children which is titled "*The Children's Treasure Chest*," *Sears* and John Martin is represented on the *Dodd, Mead* list with "*John Martin's Big Book No. 12*." Griffith Ogden Ellis has written an introduction to "*American Boy Adventure stories*," *Doubleday*, a selection of 20 stories from *The American Boy* and *Little, Brown* is issuing "*Stowaway and other Stories for Boys*," selected from *The Youth's Companion* by Wilhelmina Harper.

Coward-McCann are the publishers of Wanda Gag's "*Millions of Cats*," a book that is to this season what "*Clever Bill*" was to last. Miss Gag is an artist of distinction whose exhibitions in the galleries in New York have brought forth only the highest praise. Her coming to children's books is a high compliment to this field of



The three Boy Scouts who spent the summer with Martin Johnson in East Africa and who have written their experiences in "*Three Boy Scouts in Africa*," *Putnam*

literature. Her book has been planned entirely by herself, the text is all hand-lettered and both the author-illustrator and the publishers are greatly to be praised. ❀ ❀ ❀ Another charming picture book is "Aunt Green, Aunt Brown and Aunt Lavender," *Harper*, which has an old-fashioned homeliness and charm. *Harper* has also brought out another Mr. Tootleoo, "Tootleoo Two" with Bernard and Elinor Darwin's colored lithographs. ❀ ❀ ❀ *Stokes* has a very amusing picture book on its list, "The Pony Tree" by Charlotte Brate with innumerable illustrations in black and white. ❀ ❀ ❀

Poetry is not lacking in the fall catalogs. The selection of Blake's poems which Pamela Bianco made and which she illustrated leads off, a beautifully delicate book printed from copper line plates by *Macmillan*. The volume titled "The Land of Dreams" has been especially planned by S. A. Jacobs. A limited edition of 350 copies, it is interesting to know, was bought in its entirety by the Hathaway House Bookshop at Wellesley. ❀ ❀ ❀ From the same publisher, *Macmillan*, comes Boris Artzybasheff's collection of "The Fairy Shoemaker and Other Poems" which he has illustrated with a new and distinguished technique. One of the drawings from the book is reproduced with Miss Lathrop's article in this issue. Mr. Artzybasheff has also done illustrations for Dhan Gopal Mukerji's "Ghond; The Hunter." It was "Gay Neck" written by Mr. Mukerji and illustrated by Artzybasheff which won the Newbery medal last year. He has also illustrated an edition of "Herodotus, The First European Historian" which *Doubleday* is publishing and he designed the cover for *Macmillan's* beautiful catalog. ❀ ❀ ❀ "Johnny Appleseed and other poems" by Vachel

Lindsay have been added to *Macmillan's* Children's Classics. Anne Sewell has done charming illustrations for Mary Britton Miller's "Menagerie and other Poems." ❀ ❀ ❀ Lysbeth Boyd Borie is the author of "Poems for Peter," *Lippincott*. ❀ ❀ ❀ Kathleen Norris has written a foreword to "Bread an' Jam," a volume of



One of Erick Berry's drawings for her book, "Black Folk Tales," *Harper*

verse by Wymond Garthwaite, who also illustrated the poems. It is published by *Harper* who are also issuing a companion volume to last year's "I Live in a City." This season's volume is "I Go A-Traveling" and is, like the former volume, by James Tippet and is illustrated by Elizabeth Wolcott. ❀ ❀ ❀ *Longmans, Green* are the publishers of "Mirror of Youth," an anthology of verse for children edited by Marian King. The same publishers issue "Songs for Michael" by Fred E. Weatherly, forty-four verses by a famous songwriter. ❀ ❀ ❀ And it is no less a person than John Drinkwater who wrote the book

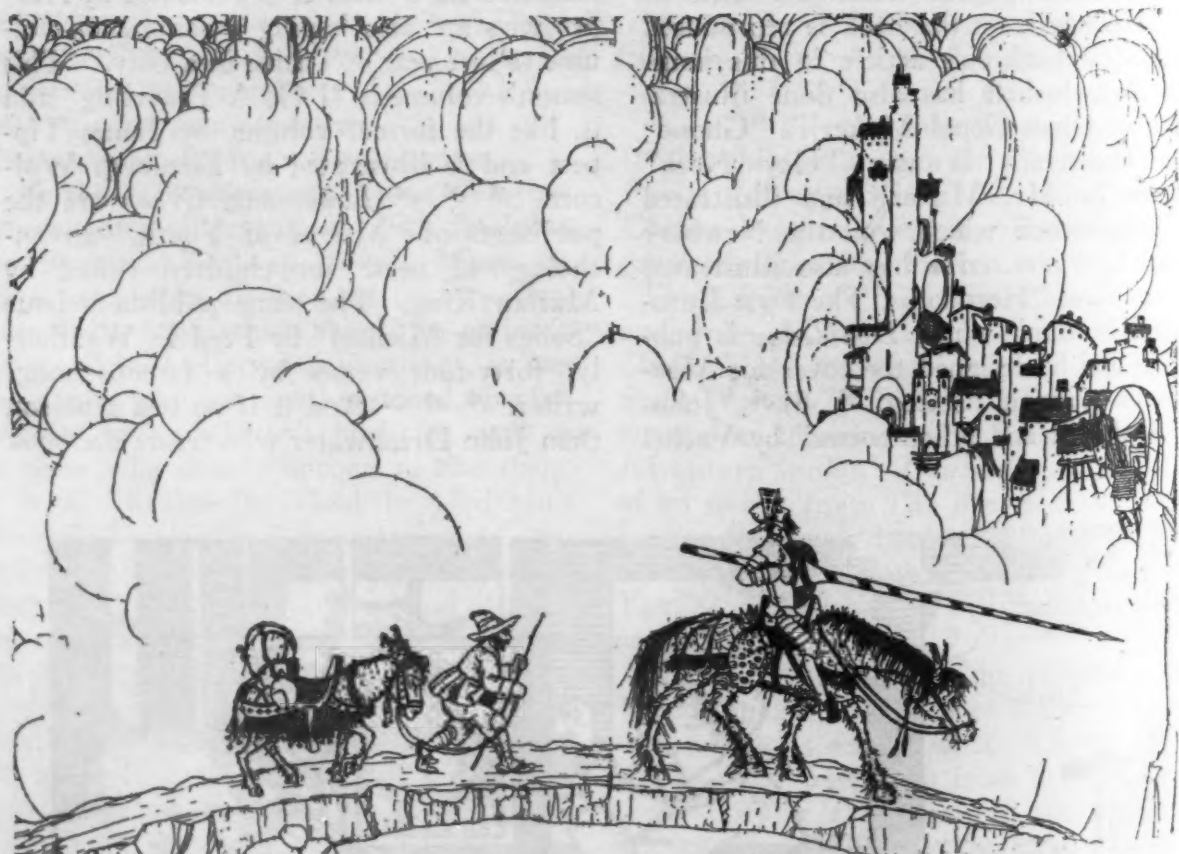


One of the illustrations for "The Wonderful Locomotive," *Macmillan*

of poems announced by *Houghton, Mifflin* as "All About Me." ❀ ❀ ❀ Dorothy Aldis has a new book of poems. "Here, There and Everywhere," *Minton Balch*. ❀ ❀ ❀ Eleanor Farjeon's books are always looked forward to with a great deal of interest since she presented *Martin Pip-pin*. This year's is a volume of Christmas poems, "Come Christmas," published by *Stokes*. ❀ ❀ ❀ "Come Christmas" has been illustrated by Rachel Field. Incidentally Miss Field has two volumes of her own on the fall lists. *Doubleday* have published "Polly Patchwork," a delightful New England story which caused the *Horn Book* to call Miss Field the Kate Greenaway of America. The volume is uniform in size and format with "A Little Book of Days" and "An Alphabet For Boys and Girls," and the bright patchwork jacket has been used as the cover for the *Doubleday, Doran* juvenile catalog. And *Macmillan* has issued in The Little Library a story called "Little Dog Toby" of Victorian London where little dog Tobies were numerous. Miss Field has also edited "The White Cat." ❀ ❀ ❀

"The White Cat" is the collection of Madame D'Aulnoy's fairy-tales which has been beautifully decorated and illustrated by Elizabeth MacKinstry. Miss MacKinstry went abroad to steep herself again in the France which she had known as a child in order to convey in her drawings the full mood of the stories. She has two other books out this fall, an edition of "The Princess and the Goblin" uniform with her "Tales of Laughter" and a charming and amusing edition of "The Night Before Christmas." ❀ ❀ ❀ Constance Lindsay Skinner is represented by two books this season, "Andy Breaks Trail" and "The Ranch of the Golden Flowers," *Macmillan*. Both are illustrated by W. Langdon Kihn. ❀ ❀ ❀ Gerald Bullett, who has quite a reputation both here and in England as a novelist and short-story writer turns to children's books this year with "The Spanish Caravel," a story of imaginative adventure. It is illustrated by Laurence Irving and published by *Doubleday*. ❀ ❀ ❀

No season would be complete without a story by Margery Williams Bianco. *Doubleday* is publishing "The Candlestick,"



Bacharach's end-papers for the edition of "Don Quixote" which Edwin G. Rich has adapted for Houghton, Mifflin



A pen and ink drawing by Peggy Bacon in
"New Songs for New Voices,"
Harcourt, Brace

and Ludovic Rodo has illustrated it in color and black and white. ❀ ❀ ❀ Reno Bufano, who is famous for his marionettes (his Don Quixote has all of the grotesque charm and humor and pathos Cervantes designated for him) has illustrated Moritz Jagendorf's selection of "Nine Short Plays," *Macmillan*. ❀ ❀ ❀ Gladys Blake is the author of "Dona Isabella's Adventures" which *Appleton* is publishing, a story of a young court lady in 16th Century Spain. ❀ ❀ ❀ K. O. S., who, it is no secret, is the Baroness Dombrowski appears under two imprints with three books for those who like stories and drawings of animals. *Macmillan* is publishing "Boga the Elephant" and "Abdallah and the Donkey" both written by K. O. S., and *Doubleday* is publishing "A Jackal in Persia" by Major C. F. MacKenzie which she has illustrated. ❀ ❀ ❀

Wanda Gag is not the only artist and author fascinated by cats. This year we are to have "The Siamese Cat" by Elizabeth Morse, (beware of confusing it with "The Siamese Cat" by Leon Underwood, *Brentano*), "Our Cat" by Olive Hill, *Stokes*, "Mercy and the Mouse," written and illustrated by Peggy Bacon, *Macmillan*, and "The Adventures of Tommy Cat the Sailor" by Lillian E. Young, *Sears*. ❀ ❀ ❀ Rose O'Neill, whose kewpies are now national characters, has done a story of the kewpies on a baby hunt. "The Kewpies and the Runaway Baby" is told

in pictures, prose and rhyme, all by Miss O'Neill, published by *Doubleday*. ❀ ❀ ❀ Constance Howard has done a charming volume for *McKay* which S. B. Pearse has pictured. It is called "Amelianne Keeps Shop." ❀ ❀ ❀

Doubleday, Doran gave a tea for James Daugherty on Monday at the Barbizon in New York where his exhibit of illustrations and paintings moved from the Sunwise Turn Book Shop. Mr. Daugherty has several books to his credit this year. There is the rollicking "Knickerbocker's History of New York" which Anne Carroll Moore has edited, *Doubleday*, "The White Company" by Conan Doyle, *Harper*, "The Blacksmith and the Blackbirds" by Edith Rickert, *Doubleday*, and "The Conquest of Montezuma's Empire," edited by Andrew Lang and published by *Longmans, Green* and Sandburg's "Abe Lincoln Grows Up," *Harcourt*. ❀ ❀ ❀ John Ainsworth has written a beautiful simple account of Saint Christopher's life, "The Story of Saint Christopher." It is a companion volume to Michael Williams' "Little Brother



One of the illustrations for Elizabeth Woodruff's "Dicky Byrd,"
Milton, Bradley



A Rackham illustration for "Legend of Sleepy Hollow," McKay

Francis of Assisi," and is illustrated by Robert Joyce. *Macmillan* is the publisher. ❀ ❀ ❀

Cosmopolitan is the publisher of Lothrop Stoddard's "The Story of Youth," which tells how children have lived in all ages and countries. The book is illustrated by William Siegel. ❀ ❀ ❀ The publication of a new *Doctor Dolittle* is an event that can only be paralleled by a new story of Winnie the Pooh and Christopher Robin. *Stokes* are the publishers of "Doctor Dolittle in the Moon" by Hugh Lofting and *Dutton* publishes A. A. Milne's "The House at Pooh Corner." ❀ ❀ ❀ The story of a weathervane that comes alive has been written by Isabelle B. Hurlbutt and illustrated entirely in color by Alida Conover, *Dutton*. ❀ ❀ ❀

Lois Lenski is an illustrator who has made a name for herself. Her books (and the plural is used after consulting the fall lists), are watched for eagerly for one is always sure of a delicious sense of humor and an admirable sense of design. This fall she has written two of them herself. *Harper* is publishing a book of verses and drawings, "Alphabet People," a companion volume to last year's "Jack Horner's Pie,"

and *Stokes* is bringing out her "A Little Girl in the Nineties," a lively story of the beginning of our century. She has also illustrated "A Book of Enchantment," *Dodd, Mead*, "A Hat Tub Tale," *Dutton* and "Prudence and Peter," published by *Morrow*. ❀ ❀ ❀

Stories for older boys and girls are not lacking, nor are we suggesting that the above books will not appeal to them. But for those who like mystery stories there are a number this fall, among them "The Dryad and the Hired Boy," by Ethel Cook Eliot, *Doubleday*, "Mystery Gate," by Lucile Morrison, *Stokes*, Margaret Aspinwall's "Sea Girl," *Harper* and "The Baseball Detective" by Charles G. Muller, *Harper*, "The Mystery of Seven Gables" by E. J. Raine, *Penn*, and "Harriet's Choice" by Jane Abbott, *Lippincott*. Other stories of adventure are "David the Incurable," by E. J. Craine, *Henkle*, James Willard Schultz's "In Enemy Country," *Houghton Mifflin*, and Zane Grey's "Don," the story of a lion dog, *Harper*. ❀ ❀ ❀ Cornelia Meigs, author of the prize story, "The Trade Wind," has written a new story of adventure, "Clearing Weather," *Little, Brown*. ❀ ❀ ❀ T. Morris Longstreth has written "Sons of the Mounted Police," *Century*. ❀ ❀ ❀ Paul Honoré has been in New York this week. Charles Finger has edited an edition of Hakluyt's voyages which has illustrations by Mr.



From "Sandy, Skip and the Man in the Moon" by Inez Hogan, Macrae Smith

A drawing by
Virginia Frances Sterrett
for the
Penn Publishing
Company's
"Arabian Nights"



Honoré. The volume is called "Heroes from Hakluyt" and is published by *Holt*.
* * * *Dodd, Mead* is publishing "The Boys' Book of Remarkable Machinery" by Ellison Hawks, F.R.A.S. * * *

Geography has at last been made fascinating. Mary Graham Bonner, author of last year's "Magic Map" has done it in "Magic Journeys" published by *Macaulay*.
* * * *The Viking Press* is publishing "Pax, The Adventurous Horse" by Muriel Hodder. There is an introduction by Edward Garnett and illustrations by Mrs. Ray Garnett. * * * Lucy Fitch Perkins had added another book to her series of twins and *Houghton Mifflin* is publishing it. It is called "The Farm Twins." * * *
On December 1st *Simon & Schuster* will issue "The Boy's Trader Horn," a version by Kenneth Payson Kempton of the trafficker in aluminum wares. * * *

A map which should find a ready sale during Book Week is "The Chart of Lindbergh's Flight," a new wall map in colors prepared by Amy Drevenstedt, 31 East 10th Street, New York, who did the decorations for "The Bridge of San Luis Rey." It is done in red, white and blue and has an illustrative border. * * * *John Day* has also published a "Map Showing The Overseas Flight of Charles A. Lindbergh" by Ernest Clegg. It is a very large and beautiful map lithographed in 10 colors. Major Clegg is a noted British cartographer. * * *

Joseph Wharton Lippincott, head of the house of *Lippincott*, has written a juvenile

which the *Penn Publishing Company* is bringing out. It is "Long Horn, Leader of the Deer." The story of the daily life and adventures of a Wild Deer.

* * * Another animal Story on the *Penn* list is "Steeldust" the story of a horse, by Hoffman Birney. * * * "The Star in The Well" by Temple Bailey, *Volland*, is a Christmas Story that is sure to delight children * * * *Volland* is also publishing a new Raggedy Ann book. "Raggedy Ann's Magical Wishes." * * * Rupert Sargent Holland has written a rollicking Story of the days of Captain Kidd which *Lippincott* is publishing. It is "The Splendid Buccaneer." * * *

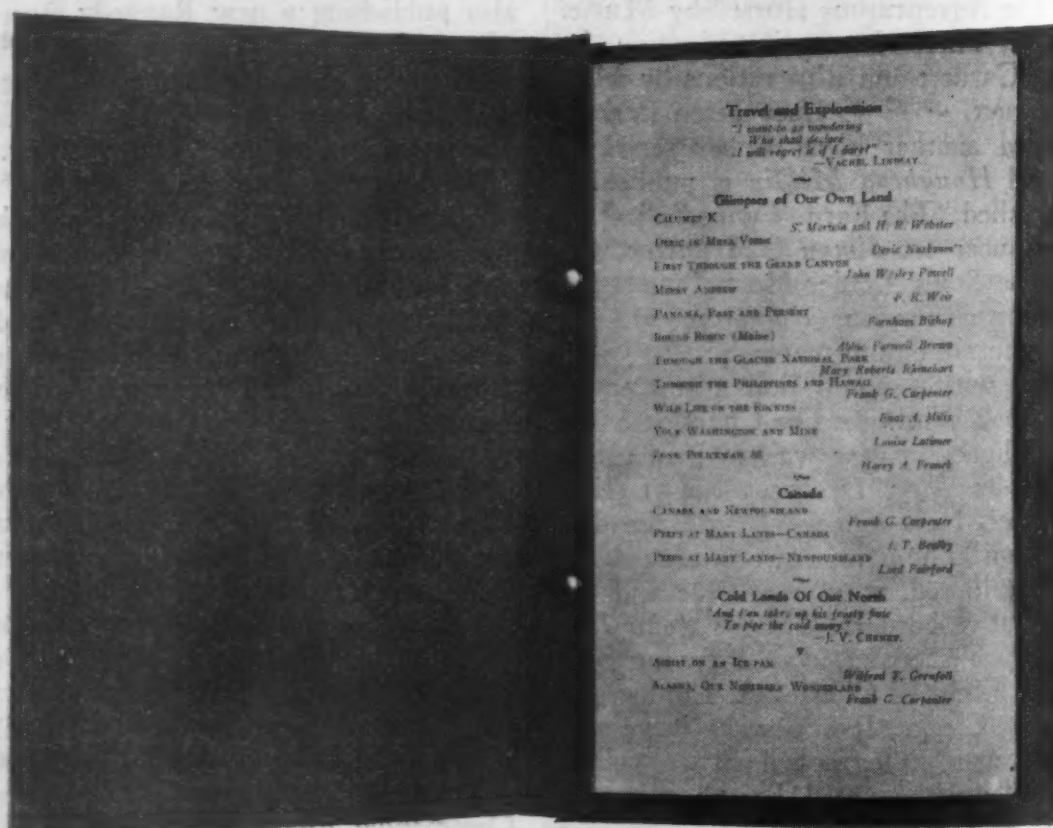
Clara E. Laughlin, who is well-known for her unusual travel books has written one for children. It is called "Where It All Comes True," is illustrated, and published by *Houghton Mifflin*. * * * Lorinda Munson Bryant has written the seventh of her series of illustrated art books for children. It is "The Children's Book of European Landmarks" and is published by *Century*. * * * Stephen King-Hall is the author of "A Child's Story of Civilization" which *Morrow* is publishing. * * * A new oz book is Ruth Plumly Thompson's "The Giant Horse of Oz" published by *Reilly & Lee*. * * * The highest praise a young reader of the 20th Century can give a book is to say that it "reminds me of going to the movies." That is what Commander Fitzburgh Green's son said of his father's "Dick Byrd—Air Explorer," which *Putnam* has published.

New Type of School Catalog

THE Junior High Schools of Montclair, N. J., thru a committee of which Ellen G. Cushman is chairman, is responsible for an interesting *new program* of book reading in the classes of the seventh, eighth and ninth grades. It is the belief of Miss Cushman and the committee that there can be increased interest in the free reading of the schools by the use of a catalog that is based on a looseleaf plan. The student is given a set of heavy covers on which has been printed the title, "Books and My Adventures Among them," with a design prepared by the Art Department of the Junior High Schools. Week by week as the year progresses each student is supplied with looseleaf book lists, which are inserted in these covers. The order in which the lists are supplied varies according to the teaching program of the school, and, while one of the four High Schools is getting its lists on "Tales of Great Adventure" and is supplied in its school library with a very full collection of all the books

mentioned, another school is getting a list on "Yarns of the Sea and Sailings," with a similarly complete library of books.

These loose leaves present a printing problem to the Manual Arts Department of the school, and the topics under which the books are gathered are those that would appeal to young people's taste, "Stories of People Rather Than Plot," "Mysteries and Surprises," "Humor," "Girls' Favorites," "Real People," etc. Some of the pages have to be revised yearly, and the looseleaf plan makes this easily possible. The lists are printed on one side of the sheet only, and the reverse side is available for pasted-in illustrations, or portraits, or the book may be interleaved with reports on the volumes that the child actually reads. There are a certain number of volumes, too, that are read aloud in class, and a recommendation is carried that those books not read during the school session should be borrowed from the library and read during vacation.



The looseleaf book supplied the student open to the "Travel and Exploration" page. The little buttons are the heads of clips that hold the pages in place

The Making of Children's Books

ONE of the standing committees of the Children's Librarians' Section of the American Library Association is the Committee on Book Production, of which during the past year Elva S. Smith, head of the children's department of the Carnegie Library of Pittsburgh has been chairman. Last spring Miss Smith and her Committee got in touch with publishers suggesting that there were problems that came up about book production which made them feel that a conference between the librarians and the publishers on the points that interested them would be valuable to both sides. Lucile Gulliver, head of the children's department of Little, Brown & Company, acted for the publishers in establishing this contact. The Children's Librarians' Section drew up a list of questions for discussion which were sent to publishing houses that specialized in children's books, and they were invited to meet thru their representatives at a conference in New York in April. At this meeting, which was preceded by a luncheon, the following houses were represented: Appleton, Doubleday, Dutton, Harper, Houghton, Little, Longmans, Lothrop, Macmillan and Stokes.

As appropriate to the annual Children's Number of the *Publishers' Weekly*, these questions were printed with the permission of Miss Smith and Miss Gulliver along with a condensation of the opinions of the publishers on the points raised as taken from their letters and general discussion.

Questions and Answers

1. Could a plan be worked out whereby publishers would refer titles of old books to Committee before allowing them to go out of print?

Ans. Some do now informally. If by January 1st the publishers know the name of the proper officer of the A. L. A. with whom they can correspond, this work will be expedited. Publishers would need to get real facts and name or size of libraries wanting title.

2. Is there any way in which publishers can keep standard books more in evidence?

Ans. They are now much in evidence in catalogs, P. L. lists, etc., and advertisements given old titles in re-issues.

3. Would publishers consider dropping words, "Boys" "Girls," "Child's," etc. in titles?

Ans. The words have *some* value. There is now a tendency to drop them. Old titles could not well be changed.

4. Would it be practical to issue more foreign picture books with English text?

Ans. In many cases it is being done. Some books lose in translation. Publishers are glad to know what foreign books librarians like.

5. Why cannot American picture books bear comparison with the foreign?

Ans. This brings up the question of comparative costs. In the main, we do good color work, but probably we do not have as many good color printers.

6. Could the duplication of so many editions be avoided? Would suggestions for books needing new editions be in order?

Ans. Probably no way to limit editions that pay. No way to allocate permission to reprint non-copyright editions. Varying editions give various decorations and new appeal. Publishers would be glad to consider suggestions for new editions.

7. Could the wearing quality of children's books for libraries be increased?

Ans. A wise publisher intends to make the best book he can for the price. Most publishers think their editions are pretty good. Reinforced bindings are being used more. A. L. A. Committee on Book Binding can make specific suggestions.

8. Is there possibility of reducing the number of books published?

Ans. Here law of supply and demand rules. No publisher should tie his hands. Publishers do turn down many books, probably most of them unsolicited.

9. Is there a possibility of working out radio talks in connection with the librarians?

Ans. Publishers are glad to cooperate. N. A. B. P. has information and aid.

An Excellent Exhibit

ONE of the great American book collectors to whose diligence future book lovers will owe much is Wilbur Macey Stone of East Orange, N. J., collector in many fields but especially known for his collection of children's books and of miniature books. Mr. Stone embodies the very spirit of book collecting fervor. He is indefatigable in his search, unflagging in his enthusiasm, and public-spirited in putting his collections to general use. His collection of children's books is extremely complete, and, as displayed for the months of September and October at the Newark Public Library, fills all the available display space in that busy institution. To wander from case to case in the carefully arranged grouping is a liberal education in the history of the literature for children. In connection with the exhibit a pamphlet entitled "Four Centuries of Children's Books" has been published which may be obtained from the Public Library.

There are almanacks from 1550 to 1846, A B C's of all kinds, the famous battle-dores, which are the successors of the horn-books much used in England and America, books of street cries, catechisms, chap books, the product of John Newberry and James Catnach, the earliest printed fairy tales, fables, French and German juveniles, early printings of the books of the nineteenth century such as Greenaway, Caldecott, Crane, Schoolbooks have not been neglected in this collecting, arithmetics, grammars, etc., the "Rollo" books and "Dotty Dimples" not forgotten by the present generation, toy theatres, picture books of various kinds.

Many who will look at such a collection will be at first impressed with the pious character of much of the material offered to children, moral tales, improving precepts, etc. The collection might also be looked at from the point of view of the beauty of the books. While bookmaking of all kinds went into a slump of bad taste in the middle of the nineteenth century, a good article might be written from an inspection of this collection on what beautiful books our forefathers had. Oftentimes the cuts are delightful in their expressiveness and the title-pages balanced with an instinctive grace. Some of the books might well be used as models by those who are making books for a new

generation. Certainly there is evidence that in the past decade the children have been fond of the tiny book, and publishers must have found successful ways of reaching the young people because of the many good titles that have been preserved, even tho many must have been lost by too much wear. The collection will be sent to the Boston Public Library for November and December, and so admirable is the showing in its impression and general interest that it is to be hoped that Mr. Stone may increase the public's debt to him as a collector by permitting its showing in still other cities.

A Book Reading For Book Week

THERE are some occasions when the production of a play for Book Week requires more preparation than those interested can put into the work, and one school has developed the following idea which shows great possibilities:

The head of the English department and senior English class selects a play for platform reading, a short play like Barrie's "The Old Lady Shows Her Medals" or perhaps the first act of a play like Goldsmith's "She Stoops to Conquer," the later especially appropriate this year because of the two hundredth anniversary of the birth of Goldsmith which falls in the same month. The parts in these plays are assigned to a cast selected from the group. Under the coaching of the teacher each one to whom has been assigned a part, learns to read it aloud with good expression and real understanding. Then the casts seats itself in a semi-circle facing the audience, and when the characters enter the action of the play they rise from their chairs, when they exit they are seated. With books in hand, but without costumes, the parts are read, and it is found that either in the classroom or auditorium the play goes over with great gusto. To another person in the class is assigned the responsibility of preparing the introductory remarks which shall explain something about the author, the reason for choosing the play, and, if it is an act from a longer play, an explanation of the relation of that act to the rest of the plot.

While the English class is doing this, the school faculty is preparing another showing along the same lines, and, when

Book Week comes, the two are given on the stage together, each taking about twenty minutes. The audience is the school gathered for general morning assembly, and the school is the judge as to whether students or faculty make the best presentation.

Book Club Developments

THE Book League of America, the new enterprise of Samuel L. Craig, organizer and first president of the Literary Guild, has begun its general advertising from 80 Fifth Avenue. As previously outlined in the *Publishers' Weekly*, its program is to provide subscribers, for \$18 a year, time payments demanded, twelve new books, selected by a board of editors whose names are not yet announced, bound in paper covers. At the same time, the customer will receive twelve books of past years which will be in board binding. The advertising suggests that these twelve reprints will include such titles as "The Way of All Flesh," Wells' "Outline of History," France's "Penguin Island," Twain's "Huckleberry Finn," Robinson's "Mind in the Making," etc.

The Book-of-the-Month Club is now sending to its mailing lists of prospective subscribers the offer that they will give free a copy of Benét's "John Brown's Body" to anyone who will subscribe for at least four books a year at an approximate cost of \$10.00.

The recent announcement in the New York City press that the Catholic Book-of-the-Month Club had selected as their October book, "Mr. Blue," by Myles Connolly, was somewhat confusing, following as it did the announcement that the Catholic Book Club had chosen, "The Way It Was With Them," by Peadar O'Donnell. There are two organizations, in no way related, the Catholic Book Club with offices in New York City and the Catholic Book-of-the-Month Club with offices in Philadelphia.

Building Markets

MARION HUMBLE, executive secretary of the National Association of Book Publishers, addressed the annual convention of the Employing Bookbinders of America meeting in Boston this week, on "Building a Future Market for Books."

High School Library Management in Los Angeles

THE city of Los Angeles, which has one of the best programs for public and school libraries in the country, has a budget of 90c per pupil for books and magazines for the Junior High School Library, a good figure for other communities to compare with. Each school has a trained librarian, usually a college graduate and always with one year of library training. At the beginning of each year, the librarian makes up the purchase list. This is O. K. 'd by the principal and sent to the central purchasing committee of seven, the School Library Committee consisting of the Supervisor of School Libraries, two members of the Board of Education, two High School librarians, two Junior High School librarians. The Committee passes on the lists that have been submitted from various schools, and they then go to the purchasing department and when the books are received they are sent to separate schools and charged against each school's budget. In making their selections individual librarians use the customary sources of information, Weekly Record, national reviews, Book Review Digest, etc. Teachers also make suggestions and the central committee has found that the lists are usually admirably prepared and seldom have to be revised to any great extent.

Book Week Film Publicity

"THERE'S a Book on every subject the silver screen portrays" is the catchy slogan being flashed on many screens throughout the country, especially during the Children's Book Week. It is one of five or six flashes which occupy the screen for one and one-half minutes during each performance, and is used as a means of advertising the local library, and attracting more readers, young and old. Among the flashes is the Brubaker poster.

Charles E. Ellis 709 Sixth Avenue, New York City has sent short-length films to nearly every city in the United States. His service specializes in Library trailers, made up to suit the community. The cost is moderate and local motion theatre managers are most co-operative in showing the advertisement.

Boston Booktrade News

Dale Warren

BOOKSELLERS are almost unanimous in agreeing that a lecture by a well-known author, if properly handled on the publicity side, stimulates interest in that author's books. If the author has a good house, if he makes a favorable impression, if the newspapers recognize his presence by covering his lecture or having him interviewed, if his managers see to it that the titles of his books appear in their publicity, if local booksellers take advantage of this situation by displaying his books or inviting him to their stores to autograph them—then invariably the result manifests itself in sales. Last year was a big lecture year for Boston and the season of 1928-1929 will apparently follow in line. Altho many dates and bookings are as yet uncertain, it is probable that the following will speak in Boston, under various auspices, in the near future: Count Felix von Luckner, Lowell Thomas, William Lyon Phelps, Lucille Douglass, Lucy Poate Stebbins, Foster Damon, Commander Donald B. MacMillan, A. Edward Newton, S. S. Van Dyne, Chard Powers Smith and Halide Edib.

✻ ✻ ✻

Congratulations are certainly due the Advertising Manager of the Massachusetts Bible Society for a very clever bit of copy now running in several of the local papers: "What does your daughter read? She might read the *Bible* if she had one!"

✻ ✻ ✻

With the removal of William and Mona Duncan's "Book Nook" to a new location at 103 Charles Street, Marjorie Knapp is left in undisputed bookselling possession of Mount Vernon Street. She has plans for several poetry readings during the winter followed by tea at her shop.

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Naomi de Wolfe, formerly of Schenectady and recently an assistant to Miss Knapp, is doing well with her new shop on Hollis Street, which is open from early morning until after the second intermission of the evening performance at the Hollis Theatre.

Hale, Cushman and Flint, the new Boston publishing firm which was launched some months ago with the Sousa autobiography, "Marching Along," announces four more books for Fall publication: "The Justice of Allah", a novel by W. R. Berry; "Frolics with Uncle Yule", a juvenile by A. Hugh Fisher; "The Last Voyage of the Karluk" by Robert A. Bartlett and Ralph T. Hale; and a new illustrated edition of Chaucer's "Canterbury Tales". The W. A. Wilde Company has an exceptionally strong list of juveniles which includes new editions of two books by Rev. William A. Barton, first published thirty years ago. The Marshall Jones Company is doing well with "Murder Will Out," short resumés of baffling murder cases, by George Minot of the *Herald*. The launching of the Asquith Memoirs by Little, Brown, and the publication by Houghton Mifflin of Beveridge's "Abraham Lincoln" and the last two volumes of "The Intimate Papers of Colonel House" have kept things busy on Beacon and Park Streets. Charles W. Eliot's "Talks to Parents and Young People" has just been published by the Beacon Press, edited by President Eliot's biographer, Edward H. H. Cotton.

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The Dartmouth Bookstall, Inc., always trying out new ideas, announces a series of morning consultations at the shop by Annie Blanchard on "Planting the Indoor Garden."

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With the purchase of the *Independent* by the *Outlook*, Boston has lost another of its publications. Stewart Beach, former managing editor of the *Independent* has left for New York where he has become managing editor of the *Outlook and Independent*, as the new publication is now called. The offices of the *Sportsman* will soon be moved from Arlington to Newbury Street.

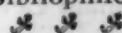
✻ ✻ ✻

The most effective window display I have seen at DeWolfe and Fiske's in many months was given to James L. Clark's

"Trails of the Hunted," issued by Little, Brown and Company. The many trophies displayed gave one a magic glimpse into the heart of Africa. The effect was heightened by the dignified simplicity of the other window—Beveridge's "Lincoln," with a splendid new photograph of the late senator.



A new twenty-four page catalog from Lauriat's lists some attractive items secured thru the breaking up of English and American private libraries, including, besides standard sets, some interesting old travel books, illustrated art books, a few first editions and some of the limited publications of the Bibliophile Society.



"The Wanderer" by Alain-Fournier, one

of the leading fall novels on the list of Houghton Mifflin Company, has been selected by the American Booksellers' Association as their December bookselection. It is the first English translation of "Le Grande Meaulnes", published in France shortly before the author was killed in the War, and contains a distinguished introduction by Havelock Ellis.



Cambridge bookstores are doing a rushing business with the reopening of Harvard and Radcliffe. The Dunster House Bookshop, always a booster for Edward Arlington Robinson, has just issued in a limited edition Lucius Beebe's "Aspects of the Poetry of Edward Arlington Robinson." Their latest catalog covers fifty-five pages.



The Old Ship Bookshop of Seattle

ONE of the most interesting developments in the display of children's books during the past year has been the program of Mable Arundel Harris, who left Gill's at Portland a year ago to take care of the book department of Rhodes' Department Store at Seattle. In order to give originality and effectiveness to the space allotted to her, Mrs. Harris took a whole side of the section for a huge ship, the upper deck of which was six feet from the floor and the side of which was full of bookcases, as shown in the cut. On the bow was appropriately painted "There is no frigate like a book to take us lands away," and the whole idea of the frigate is not only specially suitable to a great seaport like Seattle, but it spells romance, excitement and book interest of all kinds.

The children of the city soon began to feel much at home on the upper deck, where were located the steering wheel, lanterns, etc., and the nautical flavor has helped to advertise the business and has led to much valuable newspaper publicity. Mrs. Harris, who also is an expert in broadcasting, has used the department store's KFOA for putting over news stories, her talks being entitled "From the Skipper's Log." And the ship also gives atmosphere to Magic Voyages which were held on Saturday mornings over the radio. Visiting writers helped these programs. On these mornings the program is received by loud speaker on the deck of the frigate which is in charge of a Captain, 1st and 2nd Mates, children who have been elected to those offices for the week.



Bertha Gunterman

Miss Gunterman Abroad

BERTHA L. GUNTERMAN, editor of the Children's Department for Longmans, Green & Co., is at present abroad consulting with European authors about books which her firm plans to publish in translation. She is the author of "Castles in Spain and Other Enchantments," a book of Spanish legends for boys and girls from twelve to fifteen and is editor of several books on her firm's fall list.

How Many Books to Children?

AS an example of the statistics of an aggressive and alert city library, the current report of the Indianapolis Public Library might be selected as indicating the demands which the children place upon its resources. Indianapolis has a total population of 375,000, it has registered adult borrowers of 75,000 and one child for every two adults. These children read 1,000,000 books last year, about 27 books for every juvenile registered a record which adults should try to acquire.

Book Club Selections

A. B. A. BOOKSELECTION

September—"All Kneeling" by Anne Parrish. *Harper*.

October—"Giant Killer" by Elmer Davis. *John Day*.

BOOK-OF-THE-MONTH CLUB

September—"The Children" by Edith Wharton. *Appleton*.

October—"Hunger Fighters" by Paul de Kruif. *Harcourt*.

THE LITERARY GUILD

September—"Francis Villon" by D. Bevan Wyndham Lewis. *Coward-McCann*.

October—"Point Counter Point" by Aldous Huxley. *Doubleday*.

THE RELIGIOUS BOOK CLUB

September—"The Background of the Bible" by Henry K. Booth. *Scribners*.

October—"The Pilgrimage of Buddhism" by James Bissett Pratt. *Macmillan*.

POETRY CLAN

August-September—"Trivial Breath" by Elinor Wylie. *Knopf*.

October-November—"John Brown's Body" by Stephen Vincent Benét. *Doubleday*.

CATHOLIC BOOK CLUB (OF NEW YORK)

October—"The Way It Was With Them" by Peadar O'Donnell. *Putnam*.

CATHOLIC BOOK-OF-THE-MONTH CLUB (OF PHILADELPHIA)

October—"Mr. Blue" by Myles Connolly. *Macmillan*.

FREETHOUGHT BOOK CLUB

October—"Jesuit Enigma" by Dr. E. Boyd Barrett. *Horace Liveright*.

November—"To The Pure" by Morris Ernst and William Seagle. *Viking*.

BOOKLOVER'S LEAGUE OF AMERICA

October—"Zola" by Matthew Josephson. *Macaulay*.

Periodical Note

The Outlook has bought out *The Independent*. Stewart Beach of the latter becomes managing editor of *The Outlook and Independent*.

Personal Note

August H. Gehrs, secretary and sales director of Harcourt, Brace and Company, has sailed with Mrs. Gehrs on the Olympic on a vacation trip to London and Paris to return the latter part of November.

Business Notes

ANN ARBOR, MICH.—Bill's Circulating Library will open at 1121 South University Avenue with W. F. Spencer, Jr. as the manager.

BEMIDJI, MINN.—The Book Shelf, Beltrami Avenue has added a Circulating Library of modern fiction. Miss Barbara Gibbons is the manager of this shop.

BENNINGTON, VT.—R. V. B. Sinclair is manager of The Bennington Bookshop located at 454 Main Street.

CASTILE, N. Y.—Judson Studio and Gift, Shop, of which Miss Frances A. Judson is manager, has recently added a rental library, and sales department for Children's books.

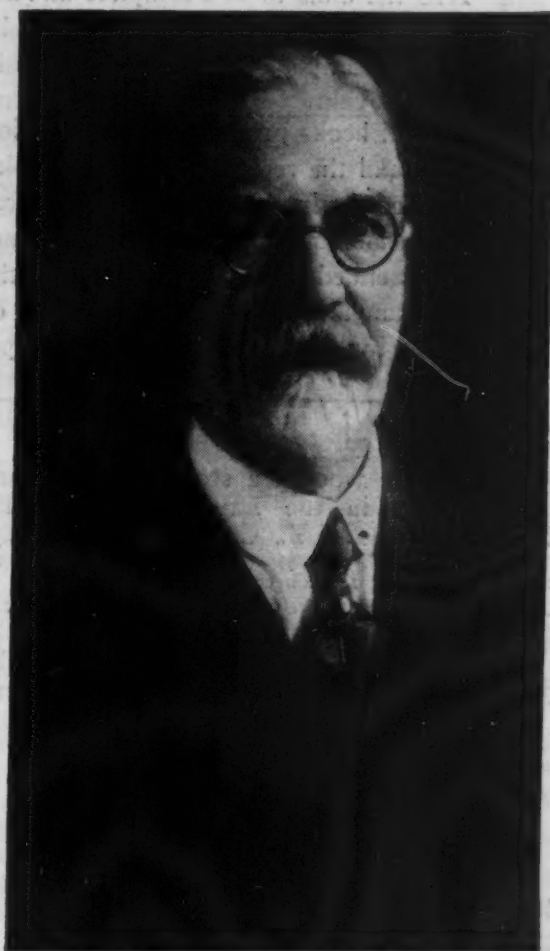
CHICAGO, ILL.—The Old Tower Press, Ltd., has moved from 50 East Adams Street to Lockport, Ill.

CLEVELAND, O.—A library of fiction, travel, biography, etc., open to the general public, has recently been added to the Cleveland Art Center Circulation Library, 1222-1224 Huron Road. The art reference library will however be open only to members, as in the past.

COLUMBUS, O.—Dr. E. H. Bean has announced that the Rental Library at State and Grant, 341½ State Street, which has heretofore been expressly a library of metaphysical books will now be developed into a general library.

HELENA, MONT.—The Dundas Office Supply Company of Helena, booksellers and stationers, has been sold to Mr. Claude Elder, proprietor of the Office Supply Company of Missoula. The shop will be continued under new management and will be

known as The Helena Office Supply Company in Helena. The Dundas Office Supply Company has opened a store at 423 Central Avenue, Great Falls.



Richard F. McBean

Obituary Note

RICHARD F. McBEAN

RICHARD F. McBEAN of San Francisco died of heart failure on October 15th. He had just been appointed Manager of the San Francisco Branch of the Presbyterian Board of Christian Education, succeeding Mr. Robert A. Skeel who died in Philadelphia on January 6th while attending a meeting of Managers.

Mr. McBean was born in Banff, Scotland. He began his book career early, and served with leading booksellers in Glasgow, Aberdeen, Liverpool and Nottingham. Shortly after coming to this country, in 1903, he associated himself with the Presbyterian Book Store in San Francisco, and for the past thirteen years has been its efficient Assistant Manager. He has given service of especial value in the field of Christian Education.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Isabel

Heart of the woods; a story of life among the habitants in the Laurentian foot-hills. 365p. D [c.'28]-N. Y., Century \$2.50

Mrs. Gwyn, the narrator, keeps her eye on all the doings of her French-Canadian neighbors.

Adams, Kathleen, and Atchison, Frances Elizabeth, comps.

A book of enchantment; il. by Lois Lenski. 230p. il. (pt. col.) O c. N. Y., Dodd, Mead \$2.50

Fairy stories compiled by librarians and story-hour specialists.

[Addison, Joseph, and others]

The Sir Roger de Coverley papers from The Spectator; new ed. by Mary A. Weaver. 286p. (bibl.) il. S (Riverside lit. ser.) [c.'28] Bost., Houghton 56 c.

Aldin, Cecil Charles Windsor

Dogs of character; il. by the author [cheaper ed.]. 123p. il. (col.) Q '28 N. Y., Scribner \$5

American booktrade directory, 1928. 381p. O c. N. Y., R. R. Bowker Co. \$10

A directory of bookstores conveniently arranged under state and city. The volume also lists bookstores in other countries and includes directories of American and British publishers, former publishing companies and their successors, book reviewing mediums, and other valuable booktrade material.

Asbury, Herbert, ed.

Not at night! 386p. D c. N. Y., Macy-Masius: Vanguard Press \$2

Twenty-five modern stories of the weird and horrible.

Asquith, Lady Cynthia Mary Evelyn Charteris, ed.

The treasure cave; a book of new prose and verse. 144p. il. (pt. col.) O [c.'28] N. Y., Scribner \$2

Poems and stories for children by modern authors.

Bacon, Leonard

The legend of Quincibald. 76p. D c. N. Y., Harper \$2

A poem in three parts symbolical of the "stuff of personality," of which the first part was delivered as the Phi Beta Kappa poem at Yale.

Barrington, E., pseud. [Mrs. Lily Moresby Adams Beck, L. Moresby, pseud.]

The empress of hearts. 300p. front. (col. por.) D '28 c.'26, '28 N. Y., Dodd, Mead \$2.50

An historical novel of Marie Antoinette and her famous diamond necklace.

Bartlett, Arthur C.

Game-legs; the biography of a horse with a heart. 292p. front. (col.) D [c.'28] Bost., Wilde \$1.75

A story for boys.

Barton, William Eleazar

When Boston braved the king; a story of tea-party time. 314p. front. D [n.d.] Bost., Wilde \$1

For young people.

Bazin, René François Nicolas Marie

Juniper Farm; tr. by Margery Williams Bianco. 187p. il. (col. front.) D (Macmillan children's classics) c. N. Y., Macmillan \$1.75

Bellah, James Warner

The sons of Cain. 248p. D c. N. Y., Appleton \$2

A novel of London society at the time of the Armistice.

Bellamann, Henry

The upward pass; poems. 91p. D c. Bost., Houghton bds. \$1.50

Bevier, Isabel

Home economics in education; 2nd ed. rev. 256p. (2p. bibl.) D (B'ks on the home) [c.'24, '28] Phil., Lippincott \$2

Ault, Warren Ortnan

Court rolls of the Abbey of Ramsey and of the Honor of Clare. 375p. (bibl. footnotes) O (Yale historical pub'ns, mas., and ed. texts, v. 12) c. New Haven, Conn., Yale bds. \$3.50

Bary-Saunders, A. de

Your cat; its care and treatment. 92p. il. T (Pocket handb'ks) [n.d.] Phil., McKay 50 c.

Bast, Herbert

Essentials of upholstery. 175p. il. diagrs. D [c.

'28] Milwaukee, Bruce Pub. Co. \$1.60

Beaglehole, J. C.

Captain Hobson and the New Zealand Company; a study in colonial administration. 112p. (bibl.) O (Smith College studies in hist., v. 13, nos. 1-3) '28 Northampton, Mass., Smith College pap. 75 c.

Beiderbecke, H.

Life among the Hereros in Africa; the experiences of H. Beiderbecke, Lutheran pastor; tr. by J. A. Weyl. 64p. il. O [n.d.] N. Y., E. Kaufman bds. 30 c.

- Blanding, Don**
Vagabond's house; il. by the author. 114p.
D c. N. Y., Dodd, Mead \$2
Verse by an American who lives in Hawaii.
- Bloem, Walter**
A son of his country; tr. by Frederick H.
Martens. 449p. D c. N. Y., Harper \$2.50
An imaginative novel of George Washington as
a youth in love with three girls at the same
time.
- Boyd, Pearle M.**
Mike. 107p. il. D [c.'28] N. Y., Holt \$1.50
The story of a toy dog and his small master.
- Brand, Max**
Pillar mountain. 314p. D c. N. Y., Dodd,
Mead \$2
A story of the west and a young man who comes
down from the mountains to the town.
- Brooks, Charles Stephen**
Roads to the north. 375p. il. map O c.
N. Y., Harcourt bds. \$3
Finding humor, adventure and beauty on a cycling
tour thru English byways.
- Brooks, Collin**
The ghost hunters. 284p. D [n.d.] N. Y.,
Sears \$2
Tracking criminal ghosts in a Tudor castle in the
north of England.
- Brown, Ivor John Carnegie**
First player; the origin of drama. 81p.
(bibl.) front. S (Beginning of things ser.) c.
N. Y., Morrow \$1
- Burkitt, Miles Crawford**
South Africa's past in stone and paint.
197p. (3p. bibl.) il. (col. front.) map O '28
[N. Y.], Macmillan \$5
- Burnham, Major Frederick Russell**
Scouting on two continents [new ed.]. 392p.
il. maps O '28 c.'26 Garden City, N. Y., Dou-
bleday, Doran \$2.50
- Burr, Mrs. Anna Robeson Brown**
Palludia. 407p. D c. N. Y., Duffield \$2.50
Of Amory Forrest's search for his Uncle Gregory
who disappears from the family household in Maine,
driven out by the success of his brother.
- Burroughs, John**
The heart of Burroughs's journals; ed. by
Clara Barrus. 378p. front. (por.) D c. Bost.,
Houghton \$3
Selections from Burroughs's journals covering a
period of sixty-seven years and dealing with a wide
variety of his interests. A companion volume to
"The Heart of Emerson's Journals" and "The Heart
of Thoreau's Journals."
- Butler, Samuel**
Satires and miscellaneous poetry and prose;
ed. by René Lamar. 524p. D (Cambridge Eng-
lish classics) '28 [N. Y.], Macmillan \$6
- Carey, Bp. Walter Julius**
Sin, suffering and sorrow. 27p. D '28 N. Y.,
Longmans 65 c.
- Carter, John**
Conquest; America's painless imperialism.
358p. O [c.'28] N. Y., Harcourt \$2.50
An account of United States expansion to the
south.
- Catholic preachers of to-day; seventeen ser-
mons; introd. by Cardinal Bourne. 282p. D
'28 N. Y., Longmans \$2.25**
- Chase, Joseph Cummings**
The romance of an art career. 238p. il.
(pt. col.) O [c.'27, '28] N. Y., Sears \$3.50
A portrait painter gives some of his practical
experiences as an artist and the technique he has
learned from them.
- Chatterton, Edward Keble**
Daring deeds of sea rovers. 257p. il. (col.
front.) D [n.d.] Phil., Lippincott \$2.50
Historical tales of adventurers by sea of all times
and peoples—taken from the larger volume "The
Romance of the Sea Rovers."
- Chute, Arthur Hunt**
The crested seas. 268p. il. D [c.'27, '28]
N. Y., Sears \$1.75
A boy's adventures with the fishing fleets off the
Grand Banks.
- Clark, Virginius Evans**
Elements of aviation; an explanation of
flight principles. 203p. (bibl. footnotes) diagrs.
O (Ronald aeronautic lib.) [c.'28] N. Y.,
Ronald Press \$3
- Collins, Joseph**
The doctor looks at marriage and medicine.
313p. O c. Garden City, N. Y., Doubleday,
Doran \$3
Frankness and authority brought to bear upon
present-day marital problems.
- Corliss, John Blaisdell, jr.**
Peace versus politics. 123p. D c. Detroit,
Mich., Utopia Press, 70 Longfellow Ave. \$1.25
Presenting an approach to permanent peace by
means of the electoral system.
- Cradock, Mrs. H. C.**
Pamela's Teddy Bears. 185p. il. D '28
N. Y., Nelson \$1
A little girl goes adventuring with three teddy
bears.
- Cuthrell, Mrs. Faith Baldwin**
Alimony. 301p. D [c.'28] N. Y., Dodd,
Mead \$2
A story of modern marriage—and divorce.
- Cust, Mrs. Henry [Nina Cust]**
Wanderers: episodes from the travels of
Lady Emmeline Stuart-Wortley and her daugh-
ter Victoria, 1849-1855. 364p. (bibl. footnotes)
front. O '28 N. Y., Coward-McCann \$4
Three journeys taken by one of Queen Victoria's
maids of honor and her energetic mother—one thru
America in the days of the "forty-niners."
- Brazil, H.**
Electrical substations. 222p. il. diagrs. O '28
[N. Y., Longmans] \$5
- Breetall, Harry Holt**
What the Roman Catholic has done for America.
47p. T [c.'28] Worcester, Mass., Acme Pub. Co.
pap. 15 c.
- Bushnell, David I., jr.**
Drawing of Jacques Lemoyne de Morgues of Satur-
ioua, a Timucua chief in Florida, 1564. 9p. il. O
(Smithsonian misc. coll., v. 81, no. 4) '28 Wash.,
D. C., Smithsonian Inst. pap. 10 c.
- Colby, James Adams**
The mirrored world; a monograph on the philos-
ophy of happiness. 78p. D c.'28 Canton, Mass.,
Canton Pub. Co. apply
- Crombie, Max**
How to judge character. 92p. diagrs. T (Pocket
handb'ks) [n.d.] Phil., McKay 50 c.
- Curtis, Elizabethan Shepherdson**
Suggestions to teachers, notes and study helps for
"Queed" by Henry Sydnor Harrison. various p. S
(Riverside literature ser.) [c.'28] Bost., Houghton
apply

Daniel, Hawthorne

The clipper ship. 277p. il. D c. N. Y.,
Dodd, Mead \$2.50
The history and romance of the clipper ship and
her voyages.

Darrow, Floyd Lavern

St. Nicholas book of science. 337p. il. diagrs.
D [c. '28] N. Y., Century \$2.50
A year book of scientific progress for young
readers.

Davies, T. H.

The Gospel of the living Jesus. 237p. D c.
N. Y., Macmillan \$2.25

Der Ling, Princess [Mrs. Thaddeus C. White]

Old Buddha. 365p. il. O c. N. Y., Dodd,
Mead \$3.50
The narrative biography of the powerful Manchu
Empress of the last century known as Old Buddha.

Douglas, Norman

South wind. 413p. il. (col.) O '28 N. Y.,
Dodd, Mead \$5 bxd.

Dumas, Alexandre

The Count of Monte Cristo; il. by Mead
Schaeffer. 479p. il. (col.) O [n. d.] N. Y.,
Dodd, Mead \$3.50

Duun, Olav

Good conscience; tr. by Edwin Björkman.
368p. D c. N. Y., Harper bds. \$2.50
A novel of two Norwegian families who struggle
with conscience thru three generations.

Ehrenpreis, Marcus

The soul of the east; experiences and re-
flections; tr. by Alfhild Huebsch. 209p. il. D
'28 c. '27 '28 N. Y., Viking Press \$2.50
Written on a journey thru Europe to Palestine,
this reflects the thought-experiences of a cultured,
religious writer, in response to the changes from
western to eastern civilization.

Ernest, Morris L., and Seagle, William

To the pure . . . 350p. (10p. bibl.) O c.
N. Y., Viking Press \$3
A study of obscenity and censorship, mainly liter-
ary, as presented by two lawyers.

Everett, George Thomas

Keeping fit by easy exercises; designed for
busy men. 105p. il. O [c. '28] N. Y., Ronald
Press \$2

Farrell, Andrew

John Cameron's odyssey. 478p. il. maps O
c. N. Y., Macmillan \$4.50
John Cameron, a Scotch captain who sailed all
over the world until his death in 1925, told the
adventurous story of his life to Andrew Farrell, who
here writes it down.

Faxon, Frederick Winthrop, ed.

Annual magazine subject-index, 1927; in-
cluding as pt. 2, The dramatic index, 1927.
697p. O '28 Bost., F. W. Faxon Co. buck. \$15
Part 2 is also published separately at \$7.50.

Fay, Lucy Ella, and Eaton, Anne Thaxter

Instruction in the use of books and libra-
ries; 3rd ed., rev. 465p. (bibls.) il. O c.
Bost., F. W. Faxon Co. \$3.75

Fisher, Vardis

Toilers of the hills. 361p. D c. Bost.,
Houghton \$2.50
A story of twentieth century pioneering and farm-
ing in the hills of Idaho, with Dock Hunter and
his wife, Opal, the principal characters.

Fletcher, John Gould

John Smith—also Pocahontas. 310p. (6p.
bibl.) il. O [c. '28] N. Y., Brentano's \$3.50
A well-known poet has written the romantic life
of the Virginia pioneer.

Fletcher, Joseph Smith

The pinfold. 322p. D c. Garden City,
N. Y., Doubleday, Doran \$2
Only the ambition of the son succeeds in finally
releasing an English family from its bondage to
the soil.

Forestier, Jean C. N.

Gardens; a note-book of plans and sketches;
tr. by Helen Morgenthau Fox [new ed.].
247p. il. diagrs. F '28 c. '24 N. Y., Scribner \$5

Fox, Edith Kirk

Roller bears and the Safeway Tribe. 272p.
il. (pt. col.) D c. N. Y., Macmillan 96c.
Telling how the children of Jefferson School in
Bakersfield, California, had lots of fun and learned
how to take care of themselves at the same time.

France, Anatole

The unrisen dawn; speeches and addresses;
tr. by J. Lewis May. 268p. O (Works of
Anatole France) [c. '28] N. Y., Dodd, Mead
\$2.50

Freeman, Bp. James Edward

The ambassador; the Lyman Beecher lec-
tures on preaching delivered at Yale Univer-
sity in the month of April, 1928. 212p. D c.
N. Y., Macmillan \$2

Freeman, Lewis Ransome

The nearing north. 397p. il. O [c. '28]
N. Y., Dodd, Mead \$3.50
Exploring the Hudson Bay country.

Freeman, Richard Austin

As a thief in the night. 312p. D c. N. Y.,
Dodd, Mead \$2
Dr. Thorndyke, detective, is called upon to solve
a poison-murder.

Fyleman, Rose, ed.

Round the mulberry bush; being a book of
stories and verse for children from six to
twelve. 192p. il. (pt. col.) O [c. '28] N. Y.,
Dodd, Mead \$2.50

Gates, Henry Leyford

Here comes the bandwagon. 306p. D c.
N. Y., Dodd, Mead \$2
A novel of American circus life.

Dalley, W. N. P., D.D.

History of the old Fort Herkimer Church; Ger-
man flatts reformed church, 1793. 32p. il. O [n. d.]
St. Johnsville, N. Y., St. Johnsville Enterprise and
News pap. 35c.

Darter, Francis M.

"The time of the end"; Daniel identifies latter
day temples and Jesus as the Christ. 295p. diagr.
O c. Los Angeles, [Wetzel Pub. Co.] fab. \$1.50

Davis, Thomas Frederick

MacGregor's invasion of Florida, 1817; together

with an account of his successors, Irwin Hubbard
and Aury on Amelis Island, East Florida. 73p.
(2p. bibl.) front. (por.) maps O [c. '28] [Jackson-
ville, Fla.], Florida Historical Soc. apply

Dreisbach, George

"Words," an aid to builders and solvers of cross-
word puzzles. 29p. S [c. '28] [Phil.], Author apply

Foster, Rev. Edward Powell

Alphabet of ideas; or, Dictionary of RO, the world
language [2nd ed.]. 158p. S [c. '19, '28] Waverly,
W. Va., Roia pap. \$1

Golder, Frank Alfred, and others

The march of the Mormon Battalion, from Council Bluffs to California; taken from the journal of Henry Standage. 308p. (4p. bibl.) il. map D [c.'28] N. Y., Century \$3.50

The story of the five hundred Mormons, who enlisted for service in the Mexican War, with other contemporary documents that throw light upon Mormon history.

Golding, Louis

Prophet and fool; a collection of poems. 131p. D c. N. Y., Dutton. bds. \$2

Gollomb, Joseph

Spies. 400p. D c. N. Y., Macmillan \$2.50
 * Stories of spies from those of ancient times to the spy systems of the recent war.

Goodspeed, Thomas Wakefield

William Rainey Harper; first president of the University of Chicago [biography] 252p. (11p. bibl.) il. D [c.'28] Chic., Univ. of Chic. Press \$3

Graeme, Bruce

Passion, murder and mystery. 287p. O '28 Garden City, N. Y., Doubleday, Doran bds. \$5

Stories of famous murder cases, for the most part those in which murder was the result of the passion of love.

Grant, Frederick Clifton

New horizons of the Christian faith. 316p. (bibl. footnotes) D (Hale lectures; 1927-28) [c.'28] Milwaukee, Morehouse Pub. Co. \$1.50

Green, Fitzhugh

Martin Johnson, lion hunter. 274p. il. D (Adventurer ser.) c. N. Y., Putnam \$1.75
 The life of the explorer from his initial trip to the South Sea Islands with Jack London to his recent adventures at Lake Paradise in the heart of Africa, told for young readers.

Greenberg, Jacob

Second French book; phonetic ed. 349p. il. D [c.'24,'28] N. Y., C. E. Merrill \$1.20

Gregor, Elmer Russell

Three wilderness scouts. 239p. front. D c. N. Y., Appleton \$1.75
 Jim Mason protects two frontier forts from the Shawnee Indians in the French and Indian Wars.

Gregory, Jackson

Redwood and gold. 306p. D '28 c.'27,'28 N. Y., Dodd, Mead \$2
 Two men fight for ownership of an old southern California estate, on which there is hidden gold, against the claims of a girl, owner by inheritance, and an old man, her guardian.

Griscom, Anna Bassett, comp.

Peace crusaders; adventures in goodwill. 191p. il. (col. front.) D c. Phil., Lippincott \$1.50

A book of recitations for children; stories—poems—essays compiled for the American Friends Service Committee.

Graebner, Th.

Christmas all the year; stories for boys and girls. 96p. il. S [n.d.] N. Y., E. Kaufmann bds. 30 c.
 Heart's treasure; stories for Christian young folks. 120p. il. D [n.d.] N. Y., E. Kaufmann bds. 30 c.
 Pilgrims of the narrow way; the Catechism in story. 64p. il. O [n.d.] N. Y., E. Kaufmann bds. 30 c.

Green, Elizabeth Lay

The negro in contemporary American literature.

Haldeman-Julius, Emanuel

The first hundred million. 340p. D c. N. Y., Simon & Schuster \$3
 The publisher of the Little Blue Books tells what he has learned of the literary tastes of Americans.

Hamlin, John H.

Range rivals; a western story. 254p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c.

Harrison, George Bagshawe

John Bunyan; a study in personality. 232p. (bibl. footnotes) front. (por.) D c. Garden City, N. Y., Doubleday Doran \$2
 Revealing the author of "Pilgrim's Progress" as something of a scapegrace in his youth.

Harrison, H. S.

Pots and pans; the history of ceramics. 95p. (bibl.) il. S (Beginnings of things ser.) c. N. Y., Morrow \$1

Hawks, Ellison

The boys' book of remarkable machinery. 296p. il. (col. front.), diagrs. O c. N. Y., Dodd, Mead \$2.50

Heal, Edith

Robin Hood; introd. by Philip Allan. 642p. il. (pt. col.) O (Windermere ser.) [c.'28] Chic., Rand, McNally \$1.75

Herschell, William

Hitch and come in. 174p. D [c.'28] Ind., Bobbs-Merrill \$2
 Verses of rural Indiana.

Herzberg, Max John

New style-book of business English. 372p. (6p. bibl.) il. O [n.d.] N. Y., Pitman \$1.75

Hevesy, André de

The discoverer; a new narrative of the life and hazardous adventures of the Genoese, Christopher Columbus; tr. by Robert M. Coates. 285p. (2p. bibl.) il., map O c., N. Y., Macaulay \$3

Hills, Ralph Warren

Side-lights on reparations; a series of commentaries on international relations between 1922 and 1928. 264p. D c. Wash., D. C., B. S. Adams, 512 11th St., N.W. \$2

The unliquidated war; from the treaty to the Dawes plan. 160 p. D c. Wash., D. C., B. S. Adams, 512 11th St., N.W. \$2

Hobart, Donald Bayne

The whistling Waddy; a western story. 250p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c.

Hodge, Lamont Foster, and Lee, Arthur

Elementary English, spoken and written; 7th and 8th years; 2 v. 288p.; 306p. il. D (Six-b'k ser.) [c.'20-'28] N. Y., C. E. Merrill 68 c. ea.

98p. (bibl.) O (Univ. of N. C. extension bull., v. 7, no. 14)c. Chapel Hill, N. C., Univ. of N. C. Press. pap. 50 c.

Herrick, Marvin, and Hudson, Hoyt H.

That upper forty. 22p. D (New York State rural life plays) [c.'28] N. Y., S. French pap. 30 c.

Hunter, Maud

Verses by the way. 59p. D c.'28 Bost., Badger apply

Hohman, Elmo Paul

The American whaleman; a study of life and labor in the whaling industry. 369p. (12p. bibl.) il. diagrs. O c. N. Y., Longmans \$5

A study of the whaling industry in the past, compiled from many new sources.

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\$1.15; pap., 80 c.

Hornaday, William Temple

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The former director of the New York Zoological Gardens makes us intimately acquainted with a number of wild animals.

House, Colonel Edward Mandell

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The third and fourth volumes of Colonel House's papers complete his history of America's share in the World War.

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The tale of an eccentric little bachelor who married a spinster, believing he could retain his bachelor existence.

Howard, Alice Woodbury

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A fairy tale of ancient Egypt.

Hugo, Victor Marie, comte

The hunchback of Notre-Dame. 424p. il. (col.) O (Internat'l classics) '28 N. Y., Dodd, Mead \$2

Irwin, Will, i.e. William Henry

The house that shadows built. 300p. il. O c. Garden City, N. Y., Doubleday, Doran \$3.50

The story of Adolph Zukor, who rose from proprietor of a Penny Arcade to become a leader of the motion picture industry.

Jay, Mae Foster

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Johnson, Thomas M.

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The correspondent of a New York paper with the American Expeditionary Forces in the war writes of the plans for and results of crucial American battles as he might have written them at the time had there been no censor.

Jennings, Henrietta Cooper

The political theory of state-supported elementary education in England, 1750-1833. 166p. (7p. bibl.) D '28 Lancaster, Pa., Lancaster Press apply

Johnson, H. R.

The preparation of my lessons. 15p. D [c.'28] Milwaukee, Bruce Pub. Co. pap. 15 c.

Johnston, George Alexander

Citizenship in the industrial world. 305p. (bibl. footnotes) O '28 N. Y., Longmans \$5

Rights and duties of the individual regarded as a producer and consumer.

Jones, Byron Q.

Practical flying; a training manual for airplane pilots. 219p. (bibl. footnotes) il. diagr. O (Ronald aeronautic ser.) [c.'28] N. Y., Ronald Press \$3

Jung, Carl Gustav, M.D.

Two essays on analytical psychology; tr. by H. G. and C. F. Baynes. 296p. (bibl. footnotes) O '28 N. Y., Dodd, Mead \$4

"The unconscious in the normal and pathological mind" and "The relation of the ego to the unconscious."

Jung, Rabbi Leo, ed.

The Jewish library; first series. 386p. (bibl. footnotes) D '28 c.'24-'28 N. Y., Macmillan \$2.50

Articles for the American Jew showing the worthwhile messages contained in Judaism.

Kallen, Horace Meyer, ed.

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Among the authors are Clarence Darrow, Silas Bent, Max Eastman and John Dewey.

Krarup-Nielsen, A.

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A Danish war correspondent gives a picture of China during the Revolution.

Krows, Arthur Edwin

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Analysis of successful playwriting with many examples of the writing and production of recent plays by Eugene O'Neill, Channing Pollock, Leslie Howard and others.

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Poems written during the author's undergraduate days at Dartmouth.

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A modern biography supplementing the latter part of Montaigne's life, as it is given in his essays, with the story of his youth.

Lamarre, Joseph

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In which a gorilla rules a man who had at one time hunted and caught him.

Large, Mrs. Laura Antoinette Stevers

Little stories of well-known Americans. 192p. il. D [c.'28] Bost., Wilde \$1.50

Biographical sketches of Damrosch, Mark Twain, Lindbergh and others of interest to children.

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Kunou, C. A.

Easy-to-make toys. 80p. il. diagrs. obl. O [c.'28] Milwaukee, Bruce Pub. Co. bds. \$1.44

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Individuality and education; a democratic philosophy of education. 215p. (2p. bibl.) D c. N. Y., Appleton \$2
The author is professor of philosophy at Ohio State University.
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On the essential features of Chinese rugs. Written in a semi-scientific manner by a traveler and scientist.
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The problems besetting a prodigal son on his return to New England to resurrect his father's decrepit paper mills.
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A companion volume to "Mind Makes Men Giants" enlarging on the latent powers of the human mind.
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The legal possibilities of amending the prohibition law.
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A history of American golf illustrated by many photographs of tournaments and tournament players.
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Biographical sketches and characterizations of St. Cyprian, St. Jerome, St. Ambrose and more recent leaders of the Catholic church.
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One of the first books on applied geography—the use of natural resources for the greatest benefit to communities.
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The prisoner in the opal. 360p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2
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The building estimator's guide; 10 v. various p. il. (pt. col.) diags. D [c. '28] Scranton, Pa., International Textbk Co. apply
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Modern eugenics for men and women; a complete medical guide to a thorough understanding of the principles of health and sex relations. 542p. (2p. bibl.) diags. O [c. '22, '28] N. Y., Preferred Pub'ns, 56 W. 45th St. \$3

Modern poster annual; a collection of the year's best specimens of modern colored advertising designs; v. 5, 1928-29. no p. il. (col.) F [n.d.] N. Y., Aaron Brown, 170 5th Ave. portfolio \$6

Montague, Joseph

The Isle of Drums; an adventure story. 252p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c.

Morris, Joseph, and Adams, St. Clair, comps.

The light of the world; poems of faith and consolation. 313p. D (Home lib. of verse) [c.'28] N. Y., Sully \$1.50

Morrow's almanack for the year of Our Lord, 1929; ed. by Burton Rascoe. 319p. il. O [c.'28] N. Y., Morrow bds. \$2.50

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Discussions among various people—psychologist, parent, artist, student, professor, doctor and others—on the problems of education.

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The Bastable children; preface by Christopher Morley. 943p. il. (col. front.) O '28 N. Y., Coward-McCann \$3

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An American boy has a summer vacation in Europe, with his mother, who does not follow the usual tourist paths.

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Newman, E. M.

Seeing Egypt and the Holy Land. 411p. il. O (Newman traveltalks) c. N. Y., Funk & Wagnalls \$5

A profusely illustrated guide to, and non-technical description of these regions.

North, Jessica Nelson [Mrs. R. I. MacDonald]

The long leash [verse]. 81p. front. (por.) D c. Bost., Houghton bds. \$1.50

O'Brien, Edward Joseph Harrington [Arthur Middleton, pseud.], ed.

The best British short stories of 1928; with an Irish and colonial supplement. 372p. (bibls.) D '28 c. '27, '28 N. Y., Dodd, Mead \$2.50

This annual compilation includes 20 stories.

O'Connor, Daniel

The story of Peter Pan; retold from the fairy play by Sir J. M. Barrie [new ed.]. 92p. il. (pt. col.) D ['27] N. Y., Macmillan \$1.25

Opdycke, John Baker [Oliver Opdycke, pseud.]

The English of commerce; introd. by Frank A. Vanderlip; rev. ed. 451p. il. D [c.'20, '28] N. Y., Scribner \$2

O'Riordan, Conal O'Connell [Norreys Connell, pseud.]

Yet do not grieve. 565p. D c. N. Y., Scribner \$2.50

The romance of David Quinn, son of an Irish baronet, who served in the Napoleonic wars and was loved by a Princess.

Orvis, Mary Burchard

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How the short story is written and some examples by Ernest Hemingway, Katherine Mansfield, Wilbur Daniel Steele, and others.

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The two cities; a chronicle of universal history to the year 1146 A.D.; tr. by Charles Christopher Mierow. 538p. (3p. bibl.) O (Records of civilization) c. N. Y., Columbia Univ. Press \$10

Oudard, Georges

The amazing life of John Law, the man behind the Mississippi Bubble; tr. by G. E. C. Massé. 362p. il. O c. N. Y., Payson & Clarke \$3.50

The romance of an adventurous banker—one who established the Bank of France and ended in financial disaster in this country.

Parmelee, Maurice Farr

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Parshley, Howard Madison

Science and good behavior. 281p. (bibl.) D [c.'24-'28] Ind., Bobbs-Merrill \$2.50

A program for a system of scientific ethics, based upon human needs and desires, by a professor of zoology in Smith College.

Pârvan, Vasile

Dacia; an outline of the early civilizations of the Carpatho-Danubian countries. 226p (2p. bibl.) il. map D '28 [N. Y.], Macmillan \$3

Munson, Joh. H.

The old timers' bureau. 22p. D (New York State rural life plays) [c.'28] N. Y., S. French pap. 30 c.

Polack, W. G.

Famous missionary pioneers; the stories of the

church's great missionary pathfinders told for our Christian young folks. 63p. il. O [n.d.] N. Y., E. Kaufmann bds. 30 c.

The hero of the forest; the story of David Brainerd. 63p. il. O [n.d.] N. Y., E. Kaufmann bds. 30 c.

Paxson, Ruth

Life on the highest plane; a study of the spiritual nature and needs of man; 3 v. various p. (bibls.) diags. (pt. col.) D [c.'28] N. Y., Revell \$2.50, ea.; \$7.50, set

The author was a missionary in China for seventeen years.

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Phelps, William Lyon

Love. 46p. S [c.'28] N. Y., Dutton bds. \$1

This essay forms a companion volume to "Happiness" by the same author.

Phillips, John Charles

A sportsman's scrapbook. 211p. il. O c. Bost., Houghton \$5

Reminiscences of a distinguished sportsman, with unusually fine illustrations by A. L. Ripley.

Porcher, Mary F. Wickham

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Prescott, H. F. M.

The lost flight. 310p. front. (map) D [c.'28] N. Y., Dodd, Mead \$2.50

A story of a betrayed trust in the time of the crusades, seven centuries ago.

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Personal sketches of prominent men in America; including Hoover, Jimmy Walker, Will Hays, Dr. Cadman, Untermyer, and others.

Pritchard, C. F.

Mother Goose moving pictures, and five cut-out puzzle pictures, with famous old nursery rhymes. no p. il. (col.) obl. O [c.'28] N. Y., Putnam pap. \$2.50, bxd.

Pritchard, C. F., and White, W. C.

Mother Goose circus parade. no p. il. (col.) Q [c.'27] N. Y., Putnam bds. \$2

Puxley, W. Lavallin

The magic land of Maya. 243p. il. O '28 N. Y., Dodd, Mead \$4

Wanderings among the ruins of Mayan civilization in Central America and adventures with its modern brigands.

Richardson, Anthony

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A novel dealing with the transformation of a respectable citizen into an adventurer. The scene is southern France.

Richmond, Mrs. Grace Louise Smith

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Unexpected consequences occur to Michael and Anne after taking a small house next to the mansion of a wealthy family.

Rogers, Samuel

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The tragedy of Vincent Raymer, who had always been dependent on his sister's stronger character, and what happened to him, when she married.

Ross, Jessie A.

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The youngest Venus, or, The love story of a plain girl. 314p. D c. N. Y., Dodd, Mead \$2

How Maura Higgins, an ugly duckling among girls, makes herself decidedly attractive to men and finds love.

Russell, John Andrew

Joseph Warren Fordney; an American legislator. 248p. D [c.'28] Bost., Stratford \$3

A biography of the man who was chairman of the Ways and Means Committee of Congress in the post-war period, and author of the Fordney Tariff Act of 1922.

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Scott, Walter Dill

Influencing men in business; the psychology of argument and suggestion; 3rd ed. rev. and enl. by Delton T. Howard. 179p. il. O [c.'11-'28] N. Y., Ronald Press \$2.50

Second trail, The. 287p. il. (col. front.) O '28 N. Y., Appleton \$2.50

The second year book of the English Girl Guides contains new stories and poems by various authors.

Sharp, Evelyn

Here we go round; the story of the dance. 83p. (bibl.) front. S (Beginning of things ser.) c. N. Y., Morrow \$1

Sharpe, May Churchill ("Chicago May")

Chicago May; her story. 336p. front. (por.) O [c.'28] N. Y., Macaulay \$3

The autobiography of a notorious woman criminal.

Shelton, Louise

Beautiful gardens in America; rev. ed. 578p. il. (pt. col.) Q '28 c.'15, '24 N. Y., Scribner \$5

Shenton, Edward

Lean twilight. 291p. D c. N. Y., Scribner \$2

The story of a beautiful woman who evaded reality and thus repressed her true self.

Schooling, Sir William

Moneylenders' tables. 106p. O '28 N. Y., Longmans \$6

Seavey, Martha M.

Miss Tabitha's garden; a comedy in one act. 30p. D [c.'25, '28] N. Y., S. French pap. 30 c.

Sherwood, Merriam, and Mantz, Elmer

The road to Cathay. 263p. (bibl.) il. (col. front.) maps (col.) O c. N. Y., Macmillan \$3.50

A story of travels, bringing together the accounts of thirteenth century wanderers.

Sidgwick, Ethel

When I grow rich. 461p. D c. N. Y., Harper \$2.50

Of Auburn Sheriff, leader of a community house of young intellectuals earning their livings in London, who was fired with the desire to be independent.

Smith, Francis Hopkinson

Charcoals of old New York; il. by the author. 142p. Q '28 c. '12 Garden City, N. Y., Doubleday, Doran \$3

A new popular edition of a book long out of print.

Smith, Grafton Elliott

In the beginning; the origin of civilization. 95p. (bibl.) map S (Beginning of things ser.) c. N. Y., Morrow \$1

Smith, Robert Metcalf, and Rhoads, Howard Garrett, eds.

Types of farce-comedy. 598p. D (World drama ser.) c. N. Y., Prentice-Hall \$1.65

Including nine plays ranging from Aristophanes to Anatole France.

Smith, Robert Metcalfe, ed.

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Snell, Edmund

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The Field of Old and Rare Books and Weekly Book Exchange

Romantic Stories of Books

John T. Winterich

Author of "A Primer of Book Collecting" and "Collector's Choice"

XII

Alice's Adventures in Wonderland

THE eighty-sixth anniversary of the signing of the Declaration of Independence was the least glorious of Fourths. Three days earlier President Lincoln had issued a call for six hundred thousand more volunteers—a handsome compliment to the prowess of a former superintendent of the United States Military Academy who, as General Robert E. Lee, C.S.A., had just been made commander of the Army of Northern Virginia. All was not quiet along the Potomac, nor yet along the Mississippi, where the guns of Vicksburg barred the road to the Gulf while a taciturn Yankee named Grant bided his time and consoled himself with the assurance that he had won the only substantial victory that could be accredited to the Federal arms in fifteen months of war.

The agony of a nation in a death struggle for existence doubtless meant little enough to the Misses Lorina, Alice and Edith Liddell. Certainly it meant less than nothing to them on this Fourth of July of 1862. They were listening to the story of a little girl like themselves who wandered down into a rabbit hole and had all sorts of marvellous adventures. The historian was a mathematical lecturer at Christ Church College, Oxford, who, altho he had just turned thirty, had already published some "Notes on the First Two Books of Euclid," "A Syllabus of Plain Algebraical Geometry," "The Formulate of Plain Trigonometry" and one or two other related works which might have been calculated to strike terror into the hearts of the young. The lit-

tle girl's father, however, had himself collaborated in the preparation of a Greek lexicon, and was, moreover, as dean of Christ Church, in a sense the employer of the mathematical lecturer. There was no real reason, therefore, why the little girls should be afraid of the young man, even tho, in addition, having taken orders a few months earlier, he could write Reverend before his name as well as M.A. after it.

The Thames at Oxford was certainly a much more delightful place to row, on July 4, 1862, than either the Potomac or the Mississippi, or even than the Thames at London. On that afternoon the mathematical lecturer and the three little Liddells had journeyed some two miles upstream as far as Godstow, enjoyed tea on the bank, and listened to the tale of "Alice's Adventures Underground." The watchful batteries of Vicksburg were four thousand miles away. And the guns of Flanders, before whom Alice Hargreavess two sons were to fall gallantly more than half a century later, ah, how much farther away were they than the guns of Vicksburg!

The mathematical lecturer's name was Charles Lutwidge Hodgson, and he was the life of the party. He had been the life, or at least the presiding genius, of many a party before. In 1843, when he was eleven years old, he had constructed one of the first toy railroads in history in the garden of a Yorkshire vicarage (Mr. Dodgson was one minister's son who made good!); the stations, of which there were several, were equipped with refreshment rooms, and tick-



Tenniel's
drawing of
the tea party
in
"Alice in
Wonderland"

ets were required of passengers. He could do tricks—real sleight-of-hand tricks. He had constructed marionettes, written plays for them, and pulled the strings. And he had killed the tedium of a dull winter day by fashioning a maze in the snow that was a model of perplexity. Puzzles, indeed, were always a sort of passion with him; so, by a natural evolution, was mathematics; so was amateur photography in a day when amateur photographers were rather less common than amateur aviators are today. So were children—particularly, one may almost say exclusively, little girls. He loved them with the wistfulness that is not at all uncommon in lifelong bachelors, but he had what few bachelors and not too many fathers own—the capacity for delighting them.

Mr. Dodgson was more than a skilled mathematician and story teller. He had written several pieces of comic verse which had enjoyed periodical publication, and as he did not want to have the two personalities of mathematician and versifier confused, he had designed a pseudonym. He had toyed with the surname Dares—the first syllable of Daresbury, Cheshire, where he was born; he had anagramed Charles Lutwidge into Edgar Cuthwellis and then into Edgar U. C. Westhill; he had Latinized Charles into Carolus and Lutwidge into Ludovicus, reversed the order, translated one element, and got Louis Carroll; perhaps, suggested Lewis Carroll.

Along the placid reaches of the upper Thames July 4th was, of course, only the

day after July 3d. This July 4th of 1862 Alice Liddell remembered as a day of such heat—almost a Fourth à l'américaine—as to make the rest on the banks a far more pleasurable incident than the row on the river. But the story was a delight none the less, and Mr. Carroll promised to write it out for Alice. He fulfilled his promise—a labor of love, but a labor none the less, for the manuscript filled ninety-two pages, and was embellished with thirty-seven illustrations by the author. Pasted at the bottom of the final sheet was a photograph of Alice Liddell, also by the author. Thereafter the manuscript left Alice Liddell's hands only twice—once in 1885, when she lent it to Mr. Dodgson so that a facsimile edition might be made, and again in 1928, when, at one of the most memorable auction sessions ever held at Sotheby's in London, it was knocked down to Dr. A. S. W. Rosenbach of America for \$75,250.

"There was no idea of publication in my mind when I wrote this little book," Lewis Carroll declared in his introduction to the facsimile edition of 1886. "That was wholly an afterthought, pressed on me by the 'perhaps too partial friends,' who always have to bear the blame when a writer rushes into print." The most culpable of these friends appears to have been George Macdonald. Few today are the readers of "David Elginbrod" and "Robert Falconer," but Macdonald's service to joyous literature would still be immeasurable had he never written a line. He had a

son and a daughter, Greville and Mary, and it is quite likely that Lewis Carroll told the Alice story to them in their father's presence. At any rate Macdonald knew about the story and prevailed on its author to show it to a publisher.

The rather new firm of Macmillan and Co., who at the time were running strongly to religious works, with a copious sprinkling of mathematical, agreed to undertake the venture. Lewis Carroll had doubts of his own worth as an illustrator, despite his accomplishments in the manuscript he had sent to Alice, and suggested a more capable hand. By great good fortune he was able to win the co-operation of John (not yet Sir John) Tenniel, who had already made an excellent flying start on the twenty-three hundred cartoons which he was to draw for *Punch* before his retirement in 1901. An agreement was concluded with Tenniel, in April, 1864. Nine months later the book appeared. It was called neither "Alice's Adventures Underground" nor "Alice's Hour in Elfland" (a title it enjoyed in its intermediate stage), but "Alice's Adventures in Wonderland." On July 4, 1865 (America was observing its eighty-ninth birthday in the shadow of Lincoln's martyrdom), the first presentation copy was put in the hands of Alice Liddell.

"Alice's Adventures in Wonderland" did not prove, on publication, to be a "Trilby" ahead of time. Not until the fifth edition, three years later, was the book printed from stereotype plates. It gathered such momentum, however, that when its sequel, "Through the Looking Glass," was published in 1872 the trade demand was so great that eight thousand copies of the new book had been absorbed before Lewis Carroll received his own copies. In 1885, twenty years after the first "Alice," the books had sold, together, some 120,000 copies in English editions. By 1898, the year of Lewis Carroll's death, the English total was in excess of two hundred and sixty thousand. It is safe to assume that, counting American editions and translations, well over half a million copies—possibly well toward a million—had been circulated by the end of the century.

The steady accrual of fame no less than of royalties that came with the universal acceptance of the two stories seems to

have put their author in an emotional condition comparable to that experienced by a shy man who is suddenly thrust forth on a platform before the eyes of ten thousand enthusiastic admirers. It is plain that he



Alice and the rabbit as Tenniel drew them

detested being lionized but was too gentle to make forcible remonstrance. He adopted, therefore, the practice of assuming, even to himself, that Lewis Carroll and the Reverend Charles Lutwidge Dodgson were distinct individuals. In the early 1890's Edward Bok, whose *Ladies' Home Journal* was the sensation of the decade, called on him at Oxford and suggested that he write a sequel to the "Alice" books.

"You are quite in error, Mr. Bok," was the reply. "You are not speaking to the person you think you are addressing."

"Do I understand, Mr. Dodgson," persisted Bok, "that you are not Lewis Carroll, that you did not write 'Alice in Wonderland'?"

Mr. Dodgson vanished, to return presently with a copy of his "Elementary Treatise on Determinants" which he handed to the American.

"This is my book," he said.

Mr. Bok records (in "The Americanization of Edward Bok") that "the face was absolutely without expression save a kindly

compassion intended to convey to the editor that he was making a terrible mistake,"

"As I said to you in the beginning, Mr. Bok, you are in error," Mr. Dodgson continued. "You are not speaking to Lewis Carroll." A pause. "Is this the first time you have visited Oxford?"

"There followed the most delightful two hours," Mr. Bok relates, terminating with luncheon together. "But all efforts to return to 'Lewis Carroll' were futile." When the editor departed in company with the Oxford don who had sponsored him, the latter said: "That is his attitude toward all, even toward me. He is not 'Lewis

land" are among the most eagerly sought of books? The two first editions, of course, outrank the rest in desirability. The plural is used advisedly and deliberately, because "Alice" is almost unique among collected books in that its first edition enjoys a dual personality that is not a question of "issues." In absolute strictness, of course, there was actually a single first edition, but examples of it are so utterly unobtainable that by common consent they are regarded as virtually non-existent except by the fortunate handful of institutions and individuals who own them. Collector and bookseller join hands to perpetuate this fiction. No subterfuge is involved, no deceit save self-deceit.

The responsibility for this condition (fortunate as one may choose to regard it), whereby scores of otherwise clear-sighted men and women have voluntarily delivered themselves into the hands of the genius of auto-hypnosis, must be laid at Lewis Carroll's own door. Of the 1865 "Alice" two thousand copies were printed—all, apparently, were bound at the same time. Lewis Carroll did not approve of the press-work, and stated his objections so convincingly that the publishers agreed to call in the issue. There is no knowing how many copies were already in private hands—probably not many. The booksellers were willing to surrender their stock. Back came the books, to be redistributed with the publishers' compliments among children's hospitals and workingmen's clubs, and to be read to tatters in a few short months. If the British Museum had only maintained a hospital in one wing it might not lack an 1865 "Alice" today. Whoever was charged with recalling the edition performed the task so thoroly that it is to be hoped his services were duly recognized by his employers. His name, if it survived, would be anathema among collectors, and even among booksellers, for while any bookseller is delighted to dispose of a ten-thousand-dollar book, in order to insure any sort of profit on the transaction he must have the ten-thousand-dollar book to dispose of. Perhaps half a dozen copies of the 1865 "Alice" are known to exist; the chance that an additional copy will ever come to light is excessively remote. The prevalence of the book compared, say, to that of the First Folio Shakespeare is as

ALICE'S
ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS

BY
JOHN TENNIEL.

London
MACMILLAN AND CO.
1865.

[The right of translation is reserved.]

*Only a half dozen of this 1865 edition
are known to exist*

Carroll' to anyone; is extremely sensitive on the point, and will not acknowledge his identity. That is why he lives so much to himself. He is in daily dread that someone will mention 'Alice' in his presence."

What would his emotion be—annoyance, diffidence, or simple compassion—could Lewis Carroll know that today the early editions of "Alice's Adventures in Wonder-

the prevalence of radium to that of platinum.

But if the bookseller may never hope to be able to offer an absolute and unqualified first edition of "Alice," he is occasionally able to catalog something almost as good and not nearly so expensive. Not all of the two thousand copies of the 1865 edition went out to the home trade; a good proportion remained in the publishers' stockroom. Seven hundred and fifty of these were sent to America supplied with a tipped-in title page bearing the sponsoring name of D. Appleton and Company and the date of 1866. Copies so treated are much rarer than the 1866 London edition, but do not, of course, begin to approximate in rarity the 1865 London edition. They have this advantage over the 1866 London issue, that, save for the inserted title page, they are actually the first edition of the book, whereas the 1866 London edition is a different book altogether, the type having been entirely reset and each signature consisting of four instead of eight leaves.

Do the gorges of all good patriots rise at the thought of seven hundred and fifty copies of a British book condemned by the author for mechanical imperfections being insolently bundled off to New York as good enough for the uncouth Yankee? A word in extenuation is due the publishers. They undoubtedly disagreed with Lewis Carroll's strictures on the reproductions of the Tenniel illustrations and the clearness of the text, but having pledged themselves to withdraw the issue they could hardly continue to pass out copies under his very nose. Anyone within reach of the New York Public Library may inspect a copy of the Appleton issue and determine for himself whether Lewis Carroll was over-finicky in his objections. The writer has looked at several copies of this issue and inclines to the view that the author was hypercritical. This raises another question: Were the Appleton copies sent to America with his knowledge or without it? If with his knowledge, then with his sanction—and patriotic America may transfer its indignation from the publisher to the author.

The reborn "Alice" appeared in London with an 1866 title page. It was, as has been remarked, a brand-new book. Yet

it is this issue which enjoys the virtually universal designation of first edition. It is as clearly a second edition as—well, as the 1904 issue of Thomas Hardy's "Dynasts," which, as every bookseller and every collector knows, is the second edition of a book that first appeared in 1903. The 1866 London "Alice" is invariably

ALICE'S

ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS

BY
JOHN TENNIEL

NEW YORK
D. APPLETON AND CO., 445, BROADWAY
1866.

This Appleton edition had the same sheets as the 1865 London volume

listed with one of several qualifying phrases—"first published edition," "first accepted edition" (or, more properly, "accepted first edition"), "first edition as generally cataloged." The two latter designations are accurate, the first is a misstatement. The 1865 edition was *published* as literally and unequivocally as the first edition of "Trader Horn." What's published may be withdrawn, but it can hardly be unpublished. The whole provocative history of the three earliest "Alices" is set forth at length in Sidney Herbert William's bibliography of Lewis Carroll—it is worth noting that Mr. Williams himself would designate the 1865 issue the first issue of the first edition, the 1866 New York issue the

second issue of the first edition, and the 1866 London issue the second edition.

The 1866 London issue—the accepted first edition—is costly enough as it is, regardless of the complications raised by its real lack of priority. There exists scarcely another collectable book in determining the value of which the element of condition is so weighty a factor. The reason is that while collectors of “Alice” are exclusively grown-ups, its readers have always been mostly children. Boys will be boys, and girls, despite Lewis Carroll’s frank favoritism, will always be no better than boys when the ductile strength of a book hinge, the ultimate degree of strain to which a binding thread can be subjected, and the smudgeability of print paper are concerned. Not often is an 1866 “Alice” cataloged as a “fine copy,” and what is fine for an “Alice” might be only fair for such a book as Edna St. Vincent Millay’s “Renaissance.” And between a fair and a pristine copy of “Alice” the price difference may be as between a hundred dollars and a thousand. The fine binding trade has flourished for two generations as a consequence of the rapacity of little girls and boys entrusted, all unknowingly, with first editions of “Alice,” and copies of the book in full levant are rather commoner than copies in the far more desirable full and original cloth.

ALICE'S ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL

WITH FORTY-TWO ILLUSTRATIONS
BY JOHN TENNIEL.

London:
MACMILLAN AND CO.
1866.

[The Right of Translation and Reproduction is Reserved]

With the 1865 issue withdrawn, the 1866 edition was put on sale

A Bibliography of Borrow

IN 1913 the Lord Mayor of Norwich, England, presented to the city as a museum the house that was for many years the home of George Borrow. The house has gradually developed as a museum and contains many things of exceeding interest to Borrow readers and collectors. This material is very fully described in a pamphlet just issued at 7d. by the Norwich Public Libraries Committee. The pamphlet contains a fine tribute to Borrow, the “Walking Lord of Gypsy Lore,” as he has been called. The house and its relics are described in detail, including Borrow’s death mask, and a very complete bibliography of the author is given describing all the editions that have been printed in

England of his works, all essays that have been printed about him, etc. We reprint herewith part of the bibliography of the first editions of his principal works and of his miscellaneous writings; also, the important biographical and critical titles. The complete bibliography contains, also, translations of the works edited by Borrow and brief magazine and critical articles in various periodicals.

Check List of Books

The Zincali; or, an account of the Gypsies of Spain, with an original collection of their songs and poetry, and a copious dictionary of their language. 2 v. London: John Murray. 1841.

The Bible in Spain; or, the journeys adventures, and imprisonments of an Englishman, in an attempt to circulate the Scriptures in the Peninsular. 3v. London: John Murray. 1843.

Lavengro: the Scholar—the Gypsy—the Priest. 3v. *Portrait* London; John Murray. 1851.

The Romany Rye; a sequel to "Lavengro." 2v. London: Murray. 1857.

Wild Wales: its people, language, and scenery. 3v. London: John Murray. 1862.

Romano Lavo-Lil: word-book of the Romany; or, English Gypsy language. With many pieces in Gypsy, illustrative of the way of speaking and thinking of the English Gypsies; with specimens of their poetry, and an account of certain Gypsyries or places inhabited by them, and of various things relating to Gypsy life in England. London: John Murray. 1874.

Letters by George Borrow to the British and Foreign Bible Society; published by direction of the Committee, edited by T. H. Darlow. London: Hodder and Stoughton, 1911.

Borrow's "Wild Wales," suppressed chapters; edited by H. Wright. In "Welsh Outlook," vol. 9, 1922, pp. 131-133, 161-164, 187-189, 208-211, 231-233, 256-260, 285-289, vol. 10, 1923, pp. 40-44, 78-79, 100-104, 153-155, 192-194, 219-221, 249-250.

When "Wild Wales" was published in 1862, a considerable part of the original book was suppressed by Borrow. The manuscript of this portion passed into the possession of Clement Shorter and T. J. Wise, who permitted Professor H. Wright to publish in the *Welsh Outlook* such extracts as he thought fit.

Miscellaneous Writings

Danish poetry and ballad writing. In "*Monthly Magazine*," vol. 56, 1823, pp. 306-309.

Reviews of Fortsetzung des Faust von Goethe; celenschlager's Samlede digte; Narrative of a pedestrian journey through Russia and Siberian Tartary. In *Universal Review*, vol. 1, 1824, pp. 391, 394, 491-513.

Danish traditions and superstitions. In *Monthly Magazine*, vol. 58, 1824-1825, pp. 19-22, 498-500; vol. 59, 1825, pp. 25-26, 103-104, 308, 411, 507; vol. 60, 1825, pp. 296-297, 424-425.

Reviews of The Devil's Elixir, and Danske Folkesagn. In *Universal Review*, vol. 2, 1825, pp. 315-351, 550-566.

The origin of the word "Tory." In *Norfolk Chronicle*, August 18, 1832, p. 4.

The gipsies in Russia and in Spain. In *Athenaeum*, August 20, 1836, pp. 587-588.

Ancient Runic stone, recently found in the Isle of Man. In *Illustrated London News*, December 8th, 1855, p. 685.

The Welsh and their literature. In *Quarterly Review*, January, 1861, vol. 109, pp. 38-63.

A supplementary chapter to "The Bible in Spain," inspired by Ford's "Handbook for Travellers in Spain." London: Privately printed for T. J. Wise. 1913. (A reprint of Borrow's review of Ford's book written for the *Quarterly Review*, but withdrawn before publication.)

Letters to his wife, Mary Borrow, by George Borrow. London: Privately printed for T. J. Wise. 1913.

Letters to his mother, Ann Borrow. London: Privately printed for T. J. Wise. 1913.

Expedition to the Isle of Man: a hitherto unpublished diary by George Borrow. In "*Mannin*," vol. 2, no. 4, Nov., 1941, and vol. 3, no. 5, May, 1915.

Collected Works

The works of George Borrow; edited, with much hitherto unpublished manuscript, by Clement Shorter. (Norwich edition.) 16v. London: Constable. 1923-24. Edition limited to 775 sets.

Biographical and Critical Works

Hopkins, R. Thurston. George Borrow: lord of the open road; with illustrations, reproductions from etchings by C. M. Nichols, and a new portrait of George Borrow. London: Jarrolds. [1922.]

Jenkins, Herbert. *Life of George Borrow*, compiled from unpublished official documents, his works, correspondence, etc. *Ports., illus.* London: John Murray. 1912.

Gives in a concise form much of the information given in the biography by Dr. Knapp, and embodies material not accessible in his time, including Borrow's numerous letters to the Bible Society and unpublished documents at the Public Record Office.

Knapp, William I. *Life, writings and correspondence of George Borrow*, derived from official and other authentic sources. *Port., illus.* 2v. London: John Murray. 1899.

Shorter, Clement K. *George Borrow and his circle*, wherein may be found many hitherto unpublished letters of Borrow and his friends. *Ports., illus.* London: Hodder and Stoughton. 1913.

Shorter, Clement K. *The life of George Borrow.* (*Wayfarer's library.*) *Port.* London: Dent. [1920.] (Originally published with the title "George Borrow and his circle." (1913.)

Thomas, Edward. *George Borrow: the man and his books.* *Ports., illus.* London: Chapman and Hall. 1912.

A personal and literary study, based on the published biographies of Borrow and his writings. Quotations form a large part of the book.

Walling, R. A. J. *George Borrow: the man and his work.* *Port.* London: Cassell. 1909.

In this biography the author has emphasized Borrow's Celtic origin and his Cornish associations, and has incorporated some hitherto unpublished documents and oral traditions.

Current Rare Book Notes

Frederick M. Hopkins

CHARLES F. HEARTMAN, of Metuchen, N. J., begins his auction season today, October 20, with a sale of Americana, comprising autographs, literary manuscripts, and historical documents, together with books, pamphlets and broadsides. The autograph letters, which are the outstanding feature of the sale, comprise fine historical letters of John Adams, General Grant, General Greene, Alexander Hamilton, Andrew Jackson, Thomas Jefferson, James Monroe, Theodore Roosevelt, Zachary Taylor, General Washington, and many others. It is a striking tribute to the demands for autographic material that Stan. V. Henkels of Philadelphia, the Anderson Galleries, and Mr. Heartman should all start the season with autograph sales, and in all three sales the material has been of special importance.

SOME months ago there was a good deal of discussion of the transfer of the original manuscript of Lewis Carroll's "Alice in Wonderland" from England to America. There was some satisfac-

tion felt by American collectors when the famous manuscript finally reached its New World home. Now, it appears, English collectors have their turn. A manuscript (not the original which was destroyed) of Edgar Allan Poe's "The Raven," discovered in this country, "valued at about £10,000," according to the *London Times*, has been purchased and presented to the British Museum. Just what was paid for it will probably remain a secret. "The manuscript has been in the market for considerably more than a year," says *The Times*, "and if the report that it has been sold is true, the probability is that the price paid falls considerably short of five figures. Even so, and entirely apart from any question of price, the manuscript would be a very precious and very welcome addition to the British Museum, partly because Poe, tho' born in Boston, was educated in England, having been at school at Stoke Newington from 1815 to 1820, when he returned to America with his foster-father." The first appearance of "The Raven" in any book was No.

VIII in Wiley & Putnam's Library of American Books, "The Raven and Other Poems. By Edgar A. Poe," late in 1845, dedicated to Elizabeth Barrett, afterwards Mrs. Elizabeth Barrett Browning, in a 12mo in paper covers, published at 31 cents. The number published must have been large for the times, but nevertheless the book has become very scarce. In 1900, a presentation and association copy of great interest, inscribed to Mrs. Sarah Helen Whitman, sold for \$610 in the McKee sale, but the record price for an ordinary uncut copy in the original wrappers up to 1909 appears to have been \$140. Poe's presentation copy to Miss Barrett, (afterwards Mrs. Browning) inscribed "To Miss Elizabeth Barrett with the respects of Edgar A. Poe," fetched £91 at Puttick and Simpson's as late as October 7, 1910. All previous prices were outclassed in April of this year when Gabriel Wells paid \$7,600 for Poe's own copy, in the original wrappers with his autograph on the front wrapper. Before its purchase it was owned by the grandson of Edward Dexter Web to whom Poe had presented it.

THE first Fall catalog to come from Walter M. Hill, the Chicago rare book dealer, is a check list of the first editions of modern English authors, publications of the Bibliophile Society, Grolier Club, Ashendene, Doves, Kelmscott, Nonesuch Presses and Bruce Rogers. An Ashendene Dante is listed at \$750; Doves Press Bible, \$750; Hardy's "A Pair of Blue Eyes," first edition, \$650; Kelmscott Chaucer \$1,700; George Moore's "Flowers of Passion," first edition, \$300; and Stevenson's "New Arabian Nights," first edition, \$600. The Bruce Rogers imprints include more than sixty items. Montaigne's "Essays" is listed at \$225, and other items show plenty of confidence and appreciation of Rogers in the West. The record of the Montaigne is not unlike that of the Kelmscott Chaucer. For a long period this Morris masterpiece brought from \$300 to \$400. As late as 1921 one of the special copies bound by the Doves Press brought only \$500. The Riverside Montaigne, originally published at \$120, dropped to below \$50 and stayed there for years. In a letter received early in the year, an Eastern

bookseller said: "Some years ago I had a copy of the Kelmscott Chaucer that cost me \$300 and remained in stock for several years. Finally I made a list of a hundred names, or more, and sent them all as good a letter as I could write about the Chaucer. I raised the price from \$450 to \$500, sold it promptly, and had other orders. A few years later, a copy of the Montaigne came into stock and no one seemed to want it. After it had been with me a long time I tried the Chaucer experiment. I sent a letter to several hundred collectors offering the copy for \$200. I sold it at once and have since sold two other copies at the same price. The Kelmscott Chaucer is now bringing more than three times as much as I ever realized for a copy, and I am fully prepared to see the Riverside Montaigne bringing \$500, at a not very distant time either."

THE original manuscript of Lewis Carroll's "Alice in Wonderland" purchased by Dr. A. S. W. Rosenbach in London last April for \$77,000 is to make a grand tour of the United States and then return for a visit to its native England. The details of the itinerary has all been worked out. The name of the present owner, Elfridge R. Johnson, has just been made known. He purchased the manuscript for \$150,000 in June. Johnson is founder of the Victor Talking Machine Company. The manuscript is now at the New York Public Library where it will be exhibited first.

THE annual issue of the catalog, "The Mosher Books," has made its welcome appearance. The reprints of this season are George Gissing's "The Private Papers of Henry Ryecroft;" Philip Wisksteed's translation of "Our Lady's Tumbler;" and Thomas S. Jones, Junior's "The Rose Jar." In 1912 Thomas Bird Mosher began the printing of limited editions under the imprint "The Mosher Press" for authors who desired the choicest in typography, hand-made papers, old style bindings in wrappers or boards, with all that goes to the making of a fine edition. This work is now being carried on under the supervision of Miss Flora Macdonald Lamb, for many years Mr. Mosher's valued assistant. Some of these volumes so pro-

duced in 1927 and 1928 are listed and described in this catalog.

THE *Daily Mail* of London announces the sale of a collection of autograph letters written by George Bernard Shaw, by their owner on the Continent, to Gabriel Wells, rare book dealer of this city. The *Mail* quotes the author as saying that every legal means will be taken to prevent their publication. In a later statement Mr. Shaw says: "Of course I shall take action if the letters are published but I have no objection to people selling my letters. On the other hand I strongly advise my friends to sell every scrap of any letters of mine they may have. There is a boom in such things and they might as well get the best prices they can." The letters were written by the author over a period of ten years, and treat of a variety of subjects, each one said to be a "Shavian essay."

CATALOG No. 509, "Bibliotheca Typographica," comprising 424 pages and 2,100 lots, comes from Maggs Bros. of London. This small quarto volume is divided into two parts: Part I, Books on printing, bibliography, illuminated manuscripts and bookbinding; Part II, Books from famous presses of the 15th to 20th century. The famous presses represented comprise more than sixty presses, more than a third of which had their origin within the last half century. The interest in books of this class is reflected in the rapidly advancing prices. The report came from London in the summer that American collectors were very much interested in choice examples of fine typography and were buying heavily of books of this class. English booksellers evidently were impressed with this American demand, for the Fall catalogs now reaching us are paying special attention to bibliography, books about books, and books from the famous presses. Apparently this is a line that will be very active this season.

THE Government Bureau of Education has selected the "Iliad" and "Odyssey" of Homer, "The Divine Comedy" of Dante, the greater dramas of Shakespeare and Goethe's "Faust" for "Reading Course No. I," terming these great books as the

"literary Bibles" of the world. "Each of these," says the bureau in its announcement of this reading course, "is the embodiment and revelation of the ideals of a race, an age, or a civilization. They came out of the hearts of a people for whom their authors were only spokesmen. They are, therefore, simple, fundamental and comprehensive. They appeal to the hearts and grip the minds of all people everywhere, young and old, learned and unlearned, of whatever race or creed. They are human books and take firm hold on the human life which we all live, which few understand, but which in all its phases has 'interest without end!'"

THE Autumn Broadside of 1928, issued by the Centaur Book Shop, of Philadelphia, has made its appearance. It comprises private press books and limited editions, art and illustrated books, biography, essays and criticism, history, travel and poetry, drama and miscellaneous, and fiction. These broadsides, issued twice a year, Spring and Autumn fine specimens of typography, are original with this bookshop.

EARL LESLIE GRIGGS, 14 Harrington Square, London, N. W., writes: "I am preparing a census of the unpublished letters of Samuel Taylor Coleridge, with a view to later publication, and I should be very grateful for any information regarding the whereabouts of manuscript letters."

The Library of Daylesford

PROBABLY no private book collection seems so intimately and affectionately known to the great international world of booklovers as that of A. Edward Newton of Daylesford, Pa. In the collecting of it he has had the experiences and personal delights that have led to the series of books which has given more immediate stimulus to book collecting than anything that has happened in a quarter century. A short story of this beloved collection has now been written by George H. Sargent, well-known authority on old books and long time friend of Mr. Newton. It is published by Little, Brown under the title, "A Busted Bibliophile and His Books" in an edition of 600 copies. We read on the

back of the title-page that all of these 600 are for sale, and what is more we are advised to: "See Matthew XXV, 9, 'Go ye rather to those that sell and buy for yourselves.'"

This volume, besides being a delightful description of the ways of a collector contains a reproduction of his bookplate, three photographs of his library, and a caricature

of the "Compleat Collector." It has reproductions of the famous portrait of Dr. Samuel Johnson by Sir Joshua Reynolds, Mr. Newton's most treasured possession, and gives facsimiles of some of his Christmas souvenirs. The bibliography of his writings includes introductions to books, uncollected contributions to periodicals, and Newtoniana.

Good Second-Hand Condition

John T. Winterich

YOUR correspondent is frequently struck by the remarkable catholicity of taste exhibited by seekers after out-of-print books as exemplified in the *Weekly Book Exchange*. Not long ago, for example, the Smith Book Company of Cincinnati issued a simultaneous appeal for "The Bartender's Guide" and Armitage's "History of the Baptists."

ONE of the commonest of the collectible issues of Walt Whitman's "Leaves of Grass" is that published by James R. Osgood and Company of Boston in 1881-82—the so-called "suppressed" edition, tho many a book has been far more expeditiously suppressed in Boston since. A few copies of this issue with the words "Third Edition" on the title-page got into circulation, but the designation was quickly removed at the insistence of Whitman. He was in Boston while the edition was in press, and so was able to have the change made before many copies were ready. The first issue of this edition, therefore, with the "Third Edition" slug, is excessively rare. Alfred F. Goldsmith, to whom this department turns when in confusion and doubt about anything that pertains to Walt Whitman, declares that in all his book experience he has seen but three copies of this first issue. Whitman's agitation over the business is understandable and pardonable. Actually this was the eighth edition of "Leaves of Grass," plus as many more as Richard Worthington of New York had printed from the plates of the 1860-61 Boston (Thayer and Eldridge) edition after buying them at

auction in 1879. About two thousand copies of the Osgood 1881-82 edition had been sold before the Massachusetts attorney general interfered, according to Bliss Perry's study of Whitman, and the plates were turned over to Rees, Welsh and Company of Philadelphia. The postmaster at Boston, apparently burning to exhibit his own authority, excluded the book from the mails, but Washington took the wind out of his sails by revoking this order.

APROPOS the article on "Trilby" which appeared in the August 18th issue, Montgomery Beligion of Harcourt, Brace & Company contributes the following interesting data: "While for the original New York edition, to which the article refers, the figure of Whistler in the picture of the party in Carrel's studio was altered, as shown in the article, in the one-volume illustrated edition published in 1895 by Osgood, McIlvaine and Company, London, the publishers of Thomas Hardy at that time, the picture appears unaltered. In this edition, of which I have a copy, the illustration appears on page 127. The other illustration referred to in the article does not appear." This opens up the interesting possibility that Whistler never looked into a copy of the English illustrated edition, or that, if he did, he was content with the victory he had already achieved and did not care to risk an anticlimax. His chief complaint, certainly, was directed against the allusions to him (as Joe Sibley) in the text as published in *Harper's Magazine* for March, 1894. The illustrations themselves were utterly harmless, and the

alteration of one of the two in which Whistler appeared, and the suppression of the other, probably represented the fulfilment of the publishers' desire to expunge every trace of Whistler from the book.

In the interval since the appearance of the "Trilby" article your correspondent is able to report the discovery of a point that divides the 1894 New York edition into two issues. On page 145, beginning with the sixth line, the text in the first issue reads as follows:

"And these jokes are so good-natured that you almost resent their being made at anybody's expense but your own—never from Antony.

"The aimless jest that striking has caused pain,

The idle word that he'd wish back again!'
Indeed, in spite of his success, I don't suppose he ever made an enemy in his life."

It doesn't make sense. Cut out the period after "Antony" and all is well. In later issues of the 1894 edition the period *was* cut out—an elementary bit of surgery even if performed on the plate with the dullest penknife. The distinction is physically trivial, but grammatically and bibliographically of considerable importance. It is not an affair of a casual mashed letter, but a correction consciously made to remedy a defect unconsciously made. Or subconsciously made—the printer may have assumed that the end of a paragraph called for a period at the very least, and the proof-reader seems to have agreed with him. Anyway, the period was there.

The point is of particular sentimental interest for the reason that it occurs in the description of "yellow-haired Antony, a Swiss," which was substituted for the account of Joe Sibley in the serial publication to which Whistler made such biting objection. The irony in the account of Antony is strong thruout, but nowhere stronger than in the passage just quoted which enshrines the point.

Incidentally, it may be pointed out that anyone who attempts to doctor a second issue into a first has a skilful bit of work ahead of him. A mere period is harder to simulate than might appear, to say nothing of finding a medium that will approximate the mellowness of printer's ink that has been at home in the page for thirty-four years.

"I NOTE what you say about the sale of the work in California. It ought to sell there well but my experience in sending books there on sale has been so unfortunate that I have no heart to do anything more in that line." Thus wrote Charles Scribner (founder of the present business) seventy years ago in the course of a protracted correspondence with Nelson W. Green, sponsor of "Fifteen Years Among the Mormons, Being the Narrative of Mrs. Mary Ettie V. Smith" (New York, 1859)—a work that did not fare remarkably as a new book and has done little better as an old one; a catalog of three years ago offered it at \$1.75.

The entire Scribner half of the correspondence has been acquired by William Duncan of the Booknook, 103 Charles Street, Boston. The letters (twenty-six in all) addressed to Mr. Green are of little importance insofar as they relate to "Fifteen Years Among the Mormons," but of immense interest for the light which they throw on publishing and bookselling conditions in the years immediately preceding the Civil War.

Mr. Green, like many a man in his position before and since, was full of bright suggestions. The book, he averred, could sell readily thru agents. "Our past experience in dealing with agents," replied Mr. Scribner, "is such that we are obliged to be very careful. Really the only safe rule for us to adopt is to require money when the books are delivered. . . I have never read a book better adapted for a very large sale by agents. The great difficulty is to get responsible parties, and you will excuse me for putting you on your guard."

The trade was in the doldrums. "As to the time of publication," wrote Mr. Scribner, "I cannot be mistaken as to the feeling of the trade. They are doing little or nothing thruout the country, and I am satisfied that so far as they are concerned we would sacrifice the book to publish it now."

The employment of readers was one of Mr. Green's bright ideas, but Mr. Scribner did not think this suggestion practicable. "An audience can be got together to hear Shakespeare or some of the poets read by an accomplished elocutionist, but I do not think a reader without reputation could secure an audience as you propose."

At one point Mr. Scribner expressed grave concern over the possibilities of a libel suit. "It has occurred to me," he wrote, "whether we do not incur the risk of pecuniary damages and criminal proceedings for publishing names of parties charged with crimes as murder &c. Suppose anyone of these persons should sue or indict us, Author and Publisher, for slander &c we would be obliged to prove our case without a doubt, and if we succeeded would be put to great expense and trouble." "He remarks, in the same letter, that "there is absolutely nothing doing in the trade."

Mr. Green apparently argued effectively in favor of letting the text stand as written, for in his next letter Mr. Scribner wrote: "I have carefully considered what you say as to letting the names &c stand as they are and am disposed to waive my objections—tho at times I am troubled about the matter." Apparently no suit for libel or slander was brought after the book's appearance—in fact, a little of that attention might have converted it into a seller.

The book was published in December, 1858, and a few weeks later several reviews were available. "We have received several notices of your work. We paste them all in a scrap book which you can see at any time when you are in town. Probably we do not see at any time half of the notices which appear. Editors *will* neglect sending in the No. With the exception of the notice in the *Times* and another of similar character in a Pa. paper they have been uniformly favorable tho superficial."

The final communication in the series, dated April 18, 1859, shows Mr. Green indebted to Mr. Scribner to the extent of \$81.65. "Mr. Knapp has *not paid me one cent on a/c,*" writes Mr. Scribner with double underscorings. "Nor can I get even an answer from him why he does not do so. Mr. H. C. Smith of Iowa does not pay any attention to his a/c. Neither does Dr. Stephens say a word about paying for the 100 copies sent him. The lot he returned were much soiled (about 80 copies) and as I lost money on this book I cannot credit them to you." This final letter is the only one which is not in Scribner's own hand. It would be interesting to read Mr. Green's half of the correspondence—even more interesting to know whether Messrs.

Knapp, Smith and Stevens ever met their obligations—most interesting of all to learn whether Mr. Green made the desired settlement of \$81.65 and regarded it as chargeable to experience.

EVERY reader of Thomas Hardy knows that he originally studied to be an architect. The fact is, indeed, transparent without that knowledge. In the works of no other novelist is there such a wealth of architectural detail, and most of it has the advantage, from the point of view of the student of both literature and English antiquities, of referring to recognizable buildings. Stinsford Church, for instance, appears many times in the novels and poems, notably in "Tess," "The Return of the Native" and "Under the Greenwood Tree."

The Phoenix Book Shop of 41 East 49th Street, New York, recently acquired an interesting letter written by Hardy in 1909 to the Restoration Committee for Stinsford Church. Typewritten on four foolscap pages, signed and corrected by Hardy, and containing a small detailed sketch in his hand, the letter embraces a thousand words or more. "Speaking generally of 'church restoration'," he writes, "it should be borne in mind that the only legitimate principle for guidance is to limit all renewals to *repairs for preservation*, and never to indulge in alterations." Hardy calls the church "an interesting building, and one very easy to injure beyond remedy," and refers to the "disastrous restoration of 1840," the very year in which he was born. "More injury has been done to the ancient stonework inside during the last thirty years by driving nails for decorations," he continues, "than was done during five hundred years of the church's previous existence. Nails should be prohibited." The little architectural sketch which Hardy inserts in the text depicts a method of resetting the coping on lead so as to prevent moisture from soaking down thru the parapet.

THE following paragraphs, quoted from the foreword to the October catalog of Thomas F. Madigan of 48 West 49th Street, New York, provide an informative answer to a question that has confronted a host of book and autograph collectors during recent months:

THERE are collectors in your community — collectors of rare books, first editions, autographs—experienced collectors and beginners who will buy from you if you will let it be known that you are willing and able to secure the books they desire.



NOT having a large stock of rare items need not handicap you. For almost anyone of the old, well-established rare book dealers would be willing to send on approval rare books that you have a reasonable expectation of selling.



RARE book dealers, American and English, will advertise in the columns of the **PUBLISHERS' WEEKLY**, from time to time, the particular branch of the rare book business that they specialize in. Thru their catalogs you can keep informed about the extent and nature of their stock.



LAST but not least: The **PUBLISHERS' WEEKLY** in the third issue of every month will endeavor to give you up to the minute news about the rare book market which, it hopes, will help you develop a profitable extension of your business.

"Months ago, before Republicans or Democrats had gathered in convention, but when the choice of both parties seemed reasonably certain, collectors of Presidential autographs began to inquire for letters of Governor Smith and Secretary Hoover. I have been wondering whether the candidate inquired for indicates the collector's choice for the Presidency, a sort of straw vote among autograph collectors, as it were. One far-sighted gentleman asked for letters of both candidates, apparently with the intention of discarding the loser. Or perhaps, like so many, he had not made up his mind.

"Whichever of the candidates of the two great parties reaches the White House, collectors may be sure that his autograph will be more plentiful than those of his two predecessors, Presidents Harding and Coolidge. The former did not become a figure of national prominence until his nomination for the Presidency. The latter's national reputation likewise dates from the time of his nomination for the Vice-Presidency. It is only since that time that the letters of these two Presidents have been preserved for their autograph value. Harding was not a voluminous letter writer, at least he was not prolific of letters in longhand. In spite of that, the high prices that some of his letters have brought at public sale seem to be out of line with their real value. If the number of Coolidge letters that have made their appearance on the market is of any significance, our taciturn President is as economical of ink as he is of speech.

"From the autograph collector's viewpoint, Smith and Hoover apparently present a simpler problem than their predecessors. Both have been in the public eye for a decade or more. For several years the autographs of Smith and Hoover should have been, have been, in fact, preserved—Hoover because of his World War connection and his cabinet post, and Smith because of his great record and fame as Governor of New York. Both men have had a wide and voluminous correspondence. In their official capacities, both have signed thousands of documents. I have seen many typewritten letters of both candidates, several holograph letters of Hoover and a few of Smith. The latter is apparently a shade scarcer in full A.L.S. It is my opinion

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that collectors need anticipate no great difficulty in bringing their Presidential sets up to date, regardless of the result of the election."

IN this day of the ubiquitous detective story it is both salutary and pleasant to turn once more to "The Stolen White Elephant"—like the writer of the following letter, which your correspondent has full authority to print here, holding in confidence the name of the author:

"Back in the dim dark ages, after I had spelled my way thru 'The Rover Boys' and the various adventures of Tom Swift, my mother committed what today she claims to be the greatest mistake of her life. She read me the story of 'The Stolen White Elephant.'

"Then I read it myself and have continued to do so either quietly or aloud, at the slightest provocation. Mark Twain became a sort of Patron Saint. Before I was seventeen I had read every scrap from his pen I could find and every word of biography or legend connected with his name.

"After-school-earned money was spent for those of his books I could afford. As time went on I acquired a sheet or two of manuscript, an A.L.S., a beautiful bronze and—well, perhaps you have a bibliographical Patron of your own. I know you'll understand . . . His hand touched this . . . this is how he looked when he wrote such and such . . . what a twinkle must have been in his eye when he said . . .

"Yes, my friends have indeed been very patient with me.

"Of course I acquired a sprinkling of his 'firsts' and they were given due prominence on the shelves I have reserved for him alone. But as first editions come and go they aren't much for the frank reason that I cannot afford the succulent items.

"Early I realized (after many hopeful perusals of the catalogs) that my hobby must seek its outlet thru more modest channels. Mark Twain was not for me. It is sometimes difficult to blend devotion and economics. And yet I doubt whether there is anywhere a collector of the most precious items who experiences a greater tingle of pride than I as I fondle the comparatively few of the more common Mark Twain items which I possess."

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"Of course I dipped in here and there, bought those things which I should not have bought and left unpurchased choice bits which haunt me still. My shelves are fairly well stocked. I read every book I purchase; and I purchase none which do not promise, as George Elliot said, 'to be opened with expectation and closed with profit.'

"The most I have ever paid for a single book has been forty dollars. The average would be much lower. Perhaps I shall never obtain a complete collection of any author, even of those apparently within reach. I find that there are always one or two items that must remain where I may not venture.

"Since his colyum days on the Philadelphia Public Ledger I have admired the work of Christopher Morley. Hence it was rather natural, I suppose, that I should find myself (at first unconsciously and then deliberately) collecting him. Each year finds a growing total of books on his shelf—a total that is getting dangerously and thrillingly complete (if one may qualify complete).

"So I'm playing 'this book collecting game,' as A.E.N. loves to call it, as a very tiny speck in the universe of the great, millions of light years away where tiny specks always are.

"After all, wouldn't it be better if one in my position learned to curb his appetite entirely instead of tantalizing himself by nibbling at the crumbs of a cake he cannot taste? I'm quite serious about this, for I love books well enough to buy them for themselves alone regardless of their issue. But I love them more when they are surrounded with that indefinable something.

The bulk of American industries are owned not by a little clique of the super-wealthy but by several hundred thousand small stockholders. They it is who keep going the United States Steel Corporation, the American Telephone & Telegraph Company, the General Motors Corporation. It is collectors of the type of the writer of the above letter who keep the rare-book business going. The rare-book and autograph trades thrive not on the occasional sale of a Gutenberg Bible or a Button Gwinnett document, but on consistent sales of desirable but not necessarily uncommon items.

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A Bible Exhibit

THE Boston Public Library is exhibiting a collection of interesting editions of the Bible, ranging in size from the tiny Thumb Bible, which can only be read with a magnifying glass, to the Great Plantin Polyglot, while chronologically they begin with a rare page of the Gutenberg Bible and end with the best examples of present day printing. Three of the exhibits, the Gutenberg Bible, the Great Plantin Polyglot, and the Doves Bible, attract the most attention. The work of Gutenberg has never been surpassed. The blackness of the type against the paper, the strength and beauty of the type, and the harmony of the entire page, all make it a delight to the lover of beautiful typography. For many years Christophe Plantin published Bibles in Hebrew, Latin and Dutch, as well as Greek and Latin classics celebrated for the beauty of their workmanship. But the supreme work of his life was the publication of the Great Polyglot, in which it was his aim to "fix the original text of the Old and the New Testaments on a scientific basis." The Doves Bible, printed by the Doves Press, is generally regarded as the beautiful and harmonious of modern Bibles. It is evident from the attention that the exhibition is attracting, especially among collectors and students of typography, that there is a very keen interest in the exhibition as a concrete illustration of the printed book from the origin of printing to our own day.

Auction Calendar

Tuesday afternoon, October 23rd, at 2 o'clock. Modern first editions and private press books, selections from the library of Alfred A. Knopf of New York City with additions from other private libraries. (Items 303.) The Anderson Galleries, 489 Park Ave., New York City.

Thursday afternoon and evening, October 25th, at 2:30 and 7 o'clock. Americana, rare and scarce books, pamphlets, imprints, broadsides, etc., including many fine items of genealogy, Masonic books and pamphlets, and numerous other rare items. (No. 1419; Items 566.) Stan. V. Henkels, 110 Sansom St., Philadelphia, Pa.

Catalogs Received

Americana, historical, genealogical, cultural, from the library of John Reynolds Totten, editor of New York Genealogical and Biographical Record, with additions of other purchases. (No. 99; Part 2.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Americana. (No. 4; Items 86.) Howard J. Mahan, 55 West 42nd St., New York City.

Americana. (No. 16; Items 248.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Americana. (No. 978; Items 530.) C. F. Libbie & Co., 120 Tremont St., Boston, Mass.

Americana, historical, genealogical and cultural. (No. 99; Part 2.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Amerika, Ethnologie und Linguistik. (No. 586; Items 901.) Karl W. Hiersemann, Konigstrasse 29, Leipzig, Germany.

Art, sciences, literature. (No. 32; Items 1205.) Tondeur & Säuberlich, Georgiring 3, Leipzig, Germany.

Autographs. (No. 100; Items 750.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Books, principally of English literature of the seventeenth and eighteenth centuries. (No. 26; Items 790.) Edgar H. Wells & Co., Inc., 41A East 47th St., New York City.

Books about books. (No. 958; Items 229.) James Tregaskis & Son, 66 Great Russell St., London, England.

Books for libraries and private readers. Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Californiana et ali-ana. Bret-Mark Book Mart, 2079 Sutter St., San Francisco, Cal.

Classical literature, second-hand and new. (No. 241; Part 1.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

Educational books, second-hand and new. (No. 241; Part 2.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

Fine, choice, old and curious books, first editions, library sets, Americana, etc. (No. 32; Items 1823.) Dauber & Pine Book Shops, Inc., 66 Fifth Ave., New York City.

First editions of Emerson, Hawthorne, Lewis Carroll, Mark Twain, George Bernard Shaw, Cabell, Dreiser, Galsworthy, Morley and other American and English authors. (No. 27; Items 308.) The Bookshop of Harry Stone, 24 East 58th St., New York City.

Historical voyages to the Americas with additional Americana dealing with the Revolution, War of 1812, Slavery, the West and Southwest. (No. 19; Items 809.) William Todd, Mt. Carmel, Conn.

Modern first editions and examples of typography. (No. 26.) Harry Stone, 24 East 58th St., New York City.

Natural history, sports and travel. (No. 33; Items 1056.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Scientific serials (zoology), including Bulletin de la Société Impériale des Naturalistes de Moscou and books on insects. (No. 27.) John D. Sherman, Jr., 132 Primrose Ave., Mt. Vernon, N. Y.

Second-hand books and prints on the theory and practice of physics containing books about aeronautics, railways, clocks and watches, optics, electricity, divining-rod, etc., etc. (No. 747; Items 746.) Joseph Baer & Co., Hochstrasse 6, Frankfort on Main, Germany.

Western Americana, modern first editions, fine press books. (No. 1; Items 272.) Jake Zeitlin, 567 South Hope St., Los Angeles, Cal.

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Burgoyne. Lighth of Egypt. 2 vols.
Vedra. Heliocentric Astrology.
Jepson. Pollyooly Books except Pollyooly.

ALDINE BK. SHOP, 222 S. 17TH ST., PHILA.
World Revolution. Webster. Small M.
John Brown's Body. Benet. Lim. ed.
Mont St. Michel and Chartres. Adams. 1st ed.
Sorrel & Son. Deeping. 1st Eng. ed.
Morley, C. All 1st eds.
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St. Paul the Traveler. Ramsey.
English-Greek Lexicon of the New Testament. Thayer.
St. Paul's Conception of the Lost Things.
The World to Come and the Final Destiny.
The Lost Things. J. A. Beet.
On the Future Life.
After Death. Luccock.
Eschatology. Samuel Lee.
The After Life.
Death and the Resurrection.
How Are the Dead Raised. J. Hall.
The Life Beyond. G. H. Hepworth.
Resurrection and the Future Life. A. S. Johnson.
The Unseen World. R. C. Shimrall.
Doctrine of Future Life. J. Strong.
Undying Soul, Its Intermediate State Between Death and Resurrection. A. S. Wightman.
St. Paul the Traveler. Ramsey.
The Story of St. Paul. Bacone.

AMERICAN NEWS CO., 131 VARICK ST., N. Y.
Representative Men of the Bible. Matheson. 1 or 2 vol. ed.
Representative Women of the Bible. Matheson. 1 vol. In good condition.

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Four vol. Subscription ed of Milton.
Rothenham's Translation of the Bible. In 1 or 4 vol. ed.
Farrar-Fenton Translation of the Bible.
Lamb. 12 vols. Pafraets ed.

APPLE TREE BOOKSHOP, CONCORD, N. H.
Scepticisms. Conrad Aiken. Knopf. 1919.

ARGONAUT BK. SHOP, 142 LAWRENCE, BKLYN, N. Y.
La Cruz. Karin Michaelis.
Dangerous Age. Karin Michaelis.
Without Dogma. Henry Sienkiwicz.
Great Riots of New York. J. T. Headley.
Danger! City's Wiles and Temptations. Howe & Hummel.
Secrets of the Great City. Edward W. Martin.

ARGOSY BK. STORE, 45 4TH AVE., NEW YORK
A. D. 2000. Fuller.
Tubel Cain.

ARGUS BK. SHOP, 434 S. WABASH AVE., CHICAGO
Reade. Peg Woffington. Nice ed.
Wright. Future of Painting.
Hichens. Black Spaniel.

ASSOC. STUD. STORE, BK. DEPT., BERKELEY, CAL.
Brickman. Dimensional Analysis.
Helmholtz. Sensations of Tone. Longmans
Green. Good secondhand copy. 2nd ed., or later.

ATLANTIC MONTHLY BK. SHOP, 8 ARLINGTON ST., BOSTON
Life of Tolstoi. Constance Garnett. Houghton Mifflin.
Battle of Waterloo. Victor Hugo. Hall & McCrery.

AUDITORIUM BK. STORE, 1018 15TH, DENVER, COL.
A Spiritual Diary. Swedenborg.
Dry Fly Ethnology Theory and Practice, and all books by Halford.
Poetry on Colorado. De Vere.
Appleton's Biographical Dictionary. 2 vols.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.
Omar. Byzantine Empire.
Schmoller. Mercantile System.
Beer. Old Colonial System.
Fisher. Medieval Empire.

Books Wanted—Continued

AVONDALE PRESS, 1841 BROADWAY, NEW YORK
Some People We Meet; Young Ladies of Today;
Young Gentlemen of Today. All by Charles
F. Rideal.

History of Lancashire. Lawrence Butterworth.
A Century of Success. Freeman Morris.
Dickens, Charles. Any and all items of any kind.
Battle Abbey items of any kind.
Particulars by mail only.

AYRES BK. SHOP, 815 BANNOCK, BOISE, IDAHO
Brown. Life of Rufus Choate.
Addresses and Orations of Rufus Choate.
Saintly Hypocrites and Honest Sinners.
Mark Twain. Huckleberry Finn. 1st ed.

JOSEPH BAER & CO., FRANKFURT, GERMANY
The American Historical Review. Vol. XXIV,
no. 1.

The American Journal of Semitic Languages and
Liter. Vols. 1-29.

Ancient Records of Egypt. Coll. by Breasted.
1-5. Chic. 1906-7.

Channing. History of the United States. Vols.
4 and cont.

American Journal of Archeology. Vol. XVIII.
1914. Title page and index.

Meade, Sherwood. Story of Gold. 1908.

Miller. Drafting of the Covenant. 1928.

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LORD & TAYLOR BK. SHOP, 5TH AVE., NEW YORK
Four on an Island. E. T. Smith. Pub. Chat-
terton.

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N. Y. 1885; Civil Service Handbook. Lon-
don, 1874; Four Frenchwomen. N. Y.,
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Verses Read at Omar Khayyam Club. 12
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 Baudoine, J. Histoire des Guerres Civiles les
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 Nelson's Guide to Lake George. Col. plates.
 Niles, C. G. The Hoosac Valley.
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 Onderdonk, H. Documents and Letters. Suf-
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 Stone, W. L. Orderly Book of Sir J. Johnson;
 Letters of Hessian Officers.
 Stuart, I. W. The Martyr Spy. Illus. Uncut.
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 Memoirs of Princess Metternich.
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